JUNE 16, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

BOUQUETS TO 100,000 LISTENERS
THEY SENT 10 CENTS EACH FOR OUR SURPRISE FLOWER GARDEN

A lot of customers—102,165! That many folks sent ten cents for our 1947 Surprise Flower Garden seed packet. They live in all 48 states, but mostly in the WLS *intensive* coverage area—Illinois, Indiana, Wisconsin and Michigan.

We offered the Surprise Flower Garden for six weeks—on early morning programs, at noon, at night . . . and 102,165 listeners responded. Two simple facts stand out. The WLS market is *big*. The WLS market is responsive to what we say. A John Blair man can fill in the details with *many* similar stories of WLS results . . . for every kind of product, at any time of day.

A Clear Channel Station

CHICAGO 7

The
PRAIRIE
FARMER
STATION

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GLENN SNYDER
Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

WCOP

builds big names in Greater Boston

The Boston Cowles Station specializes in "WCOPersonalities." Top talent, skilled programming and intensive promotion have made WCOP locally famous for known names. Take, for instance,

NELSON BRAGG, "the Mayor of Milo," who presides over two popular daily programs:

"CURBSTONE QUIZ"

Bragg brings the mike to the man in the street, with money prizes for good answers and plenty of laughs for listeners. *12:30 to 12:45 P.M. daily Monday through Friday.*

"INVITATION TO STUDIO A"

There's a long line daily in the studio corridor, waiting for Bragg to begin Boston's best audience participation program. *4:30 to 5:00 P.M. daily Monday through Friday.*

P. S. Nelson Bragg also keeps up with the smaller set — by reading the funnies to them every Sunday from 8:30 to 9:00 A.M. over WCOP.

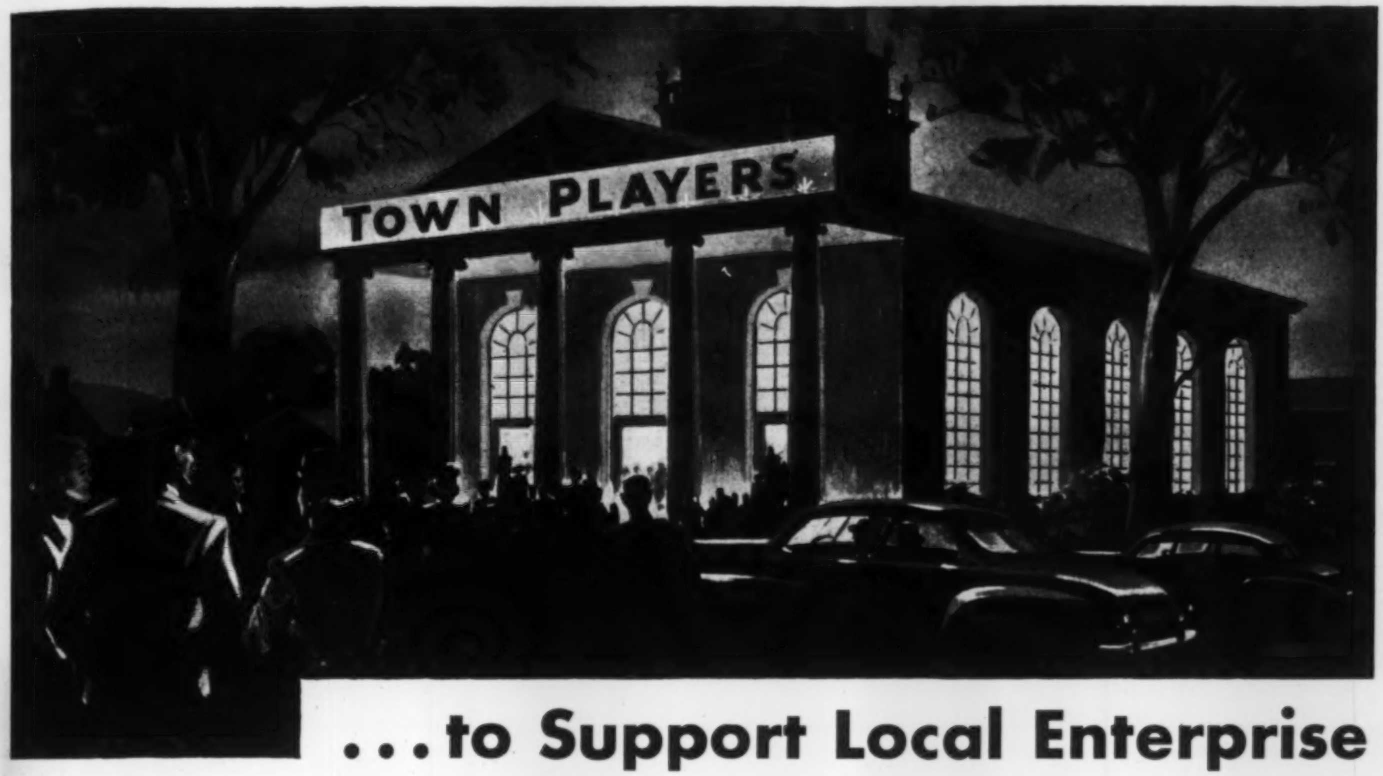
MILDRED BAILEY is another WCOPersonality who wows women every week-day morning with helpful hints on foods, and fashions, and topics of interest to all women. She's famous for combining smart advice with a light touch that the ladies like. *8:30 to 8:45 A.M. daily Monday through Saturday.*

WCOP Boston A COWLES STATION

1150 Kc. Rates and availabilities on these top personalities from any KATZ office

Boston's Exclusive ABC Basic Outlet

It's an Old New England Custom



. . . to Support Local Enterprise

Whether it's a stage or radio presentation by local talent, you can be sure that there will be a large and loyal home-town audience.

By the same token, New England home-towners patronize their local merchants . . . buy locally featured and recommended products.

The Yankee Network home-town radio stations are part and parcel of this same community activity and acceptance. There are 24 Yankee home-town stations in key market areas throughout New England from Bangor to Bridgeport. (They are spotted on the map a Petry man will show you.)

These stations — with their diversity of local, regional and coast-to-coast programs — reach 89.4% of New England's radio homes. They have the good-neighbor good will of consumers and retailers alike, to a degree not obtainable by any other method of radio contact.

It's the kind of coverage that provides thorough penetration of every home-town shopping center. It's made to order for your promotions to increase distribution, sales and profits in the entire New England Yankee area.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

MONEY GIVEAWAYS and broadcasting of horse-racing results may come under scrutiny of Federal Trade Commission. FCC previously has made more than passing mention of such programming as contrary to public interest but has never assumed direct jurisdiction. FTC approach expected to be on grounds that such programs constitute unfair method of competition.

HOW MUCH will the hearings on the White Bill (S-1333) cost radio? Estimate of key radio executives is about million dollars in time, money, services, etc. on a cost accountant's pad. Calculations are that each major entity, such as networks, NAB, FCC are expending roughly $100,000 in preparations and out-of-pocket expenses.

OPPOSITION to White Bill proposal for separation of FCC into two autonomous divisions of three members each expected to emanate from industry as well as FCC sources. One proposal likely to be advanced will be that FCC membership be increased from seven to nine; that each division (broadcast and common carrier) comprise four members, with chairman of entire Commission sitting on both divisions. As drawn, White Bill would reduce chairman virtually to nonpolicy status.

FORMER Secretary of State James F. Byrnes, recently retained by Motion Picture Producers Assn. as special counsel, was unable to accept an invitation to NAB President Justin Miller's Freedom of Expression conference (story page 11) but is expecting to rearrange other commitments so that he can "drop in" during afternoon session June 26.

INSTEAD of designating member of FCC's new Hearing Division as its chief (story on appointments page 14) some FCC sources think Commission will prefer, at least for present, to let Chairman Denny or some other Commissioner handle these supervisory duties. Division is independent, responsible only to Commission, and chief's function would be almost purely administrative.

UNLESS PLANS go awry, two of FCC's newly appointed examiners will resign forthwith to become law department section chiefs. Edward F. Kenehan slated to become chief of important new and changed AM facilities section, to succeed Hugh B. Hutchinson, also named an examiner, and Walter E. Emery may become chief of renewals and revocation section to succeed James D. Cunningham, newly appointed examiner. Another upcoming appointment will be chief of hearing section which post was resigned by Jack P. Blume when he was named examiner.

QUICK to grasp any radio exploitation opportunity, Enterprise Productions Inc. which shortly will release through United Artists

(Continued on page 106)

Upcoming

June 17: Senate Subcommittee Hearings on White Bill (S-1333) begin.

June 19-20: NAB Small Market Stations Executive Committee, NAB Hqrs., Washington.

June 26: NAB Freedom of Expression Conference, NAB Hdqrs., Washington.

June 27: RMA-FMA Liaison Committee, Statler Hotel, Washington.

(Other Upcomings Page 94)

Bulletins

FUND of $20,000 to promote National Radio Week approved by RMA Board of Directors at Chicago. RMA Advertising Committee announced huge promotional campaign.

APPLICATION to erect $5,000 structure at Williamsport, Pa., granted WRAK by Office of Housing Expediter on appeal to Facilities Review Committee, which reversed denial by regional board on ground it will have negligible effect on veterans housing program. WRAK holds CP for FM station.

Business Briefly

GENERAL FOODS SHIFTS ● General Foods July 10 changes television program and product on WNBT New York, Thurs. 8-8:30 p.m. *Author Meets the Critics* advertising Maxwell House Coffee will replace *Juvenile Jury* for Gaines Dog Food. In AM field, *Aldrich Family* will be replaced by *Gramps*, dramatic sustainer, on NBC, Thurs. 8-8:30 p.m. from July 3-Sept 25. *Aldrich Family* resumes Oct. 2.

ALLIED ARTISTS ON VIDEO ● Allied Artists will publicize August opening of new movie *Black Gold* with television program on WABD New York. Company enthusiastic about video promotion for *It Happened on Fifth Avenue*.

MILES ON WEST COAST ● Miles California Co., Los Angeles (Alka Seltzer), starts *Fred Beck* June 23 for 52 weeks on 15 CBS Western stations, Mon.-Fri. 7:45-8 a.m. (PST). Agency, Wade Adv. Co., Los Angeles.

LOOKING FOR NETWORK

TONI HOME PERMANENT WAVE Co., St. Paul, will sponsor Mel Thorme, singer, on quarter-hour radio program. Network and starting date not yet decided. Agency, Foote, Cone & Belding, New York.

FCC Assigns New Frequencies for FM

FCC Friday announced new frequency assignments for all FM licensees, permittees, and interim operators, and said it expected changeovers to be completed by Oct. 1.

At same time Commission said it would allow FM channel reservation plan to expire July 1, and waived "repetitious applications" rule so applicants who have received denials in competitive hearings may reapply for reserved channels without waiting full year as heretofore required. Waiver will also apply to hearing applicants denied in future.

New assignments (complete list to be carried in BROADCASTING, June 23), came coincident with adoption of new Rules and Standards and Class B general reallocation plan, setting up minimum 4-channel separation for stations in same areas, as proposed two months ago [BROADCASTING, April 14].

To minimize interference during changeovers to new assignments, stations must notify FCC before switching. In some metropolitan areas, uniform changeover date may have to be set.

Abandonment of reservation policy will free about 100 Class B channels for assignment in 76 areas. FCC said it would act on applications "as promptly as possible," and urged potential applicants for reserved frequencies, both A and B, to file by July 1. Class B channels have been reserved on basis of one out of every five allocated any area; among Class A's, four specific frequencies were set aside (Channels 297-300). Comr. C. J. Durr contended steps should be taken for further extension of withholding plan.

Cities having additional Class B channels available with lifting of reservation plan were listed as follows:

Four channels: Los Angeles, New York.

Three channels: San Francisco, New York.

Two channels: Denver, Col.; Washington, D. C.; Baltimore, Md.; Boston, Mass.; Detroit, Mich.; Minneapolis, Minn.; St. Louis, Mo.; Albany, Buffalo, N. Y.; Portland, Ore.; Philadelphia, Pa.; Salt Lake City, Utah; Milwaukee, Wis.

One channel: Birmingham, Mobile, Ala.; Phoenix, Ariz.; Fort Smith, Little Rock, Ark.; Fresno, Sacramento, Salinas, San Diego, Calif.; Hartford, Conn.; Jacksonville, Miami, Fla.; Atlanta, Ga.; Peoria, Ill.; Evansville, Indianapolis, Ind.; Des Moines, Iowa; Wichita, Kan.; Louisville, Ky.; New Orleans, Shreveport, La.; Holyoke, Mass.; Grand Rapids, Mich.; Jackson, Miss.; Kansas City, Springfield, Mo.; Omaha, Neb.; Rochester, Syracuse, N. Y.; Raleigh, N. C.; Cincinnati, Cleveland, Columbus, Dayton, O.; Oklahoma City, Tulsa, Okla.; Harrisburg, Pittsburgh, Scranton, Sharon, Pa.; Providence, R. I.; Chattanooga, Knoxville, Memphis, Nashville, Tenn.; Brownsville, Corpus Christi, Dallas, Fort Worth, Houston, San Antonio, Tex.; Norfolk, Richmond, Va.; Spokane, Tacoma, Wash.; Charleston, Clarksburg, Huntington, W. Va.

New allocations plan as adopted differed from proposed plan [BROADCASTING, April 14] only with reference to specific assignments for "a relatively few" cities. No change in number of channel availabilities in any given area. Frequency changes involved following areas:

Fresno, Los Angeles, Salinas, San Diego, Santa Barbara, Stockton, Calif.; Hartford, New Britain, Conn.; Fort Lauderdale, Orlando, Palm Beach, Fla.; Savannah, Ga.; Auora, Carthage, Chicago, Waukegan, Galesburg, Ill.; Hammond, Evansville, Ind.; Burlington, Ia.; Bowling Green, Ky.; Fall River, North Adams, Mass.; Ann Arbor, Mich.; Albert Lea, Minn.; Grand Island, Hastings, Norfolk, Neb.; Berkley, Charleston, W. Va.

Ex-GI with a loan

Here's another ex-G.I. with that loan to start a new business. . . . Whether it's a loan for business, construction or farming—sound financial activity has brought bank clearings in the Nashville market area to an all time high in 1947. . . . For the first quarter, clearings were up 20.5% over last year for a total of $749,984,643. Bank debits also were up 20.53%, setting a new record for the quarter. That's the strong Nashville market you can expect to back your sales effort. . . . And you can reach your share of the buyers through the large audience who listen regularly to WSIX.

5,000 WATTS **980 KC**

AMERICAN • MUTUAL

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

ALUMINUM IN AIKEN!

AND DYNAMITE IN DIXIE!

Tests just completed by the U. S. Bureau of Mines reveal Aiken County, South Carolina, has ten million tons of kaolin with alumina content of 35 percent.

Aiken is nationally and internationally known as a resort center, but few people have appreciated the value of Aiken clay. It has been shipped as far away as Italy and Germany for ceramic use and now the government finds Aiken clay would be a chief source of aluminum in case of another war.

Just as the geologists of the Bureau of Mines have discovered the value of Aiken clay, the wise radiologists are *discovering* that WTNT ("Dynamite in Dixie") is the station to buy to cover the August-Aiken market.

WTNT has the listeners because it is the only station which brings the top-flight radio programs of NBC to the Augusta-Aiken area.

For the best radio buy in Augusta, schedule the NBC station—WTNT.

Represented Nationally
by
TAYLOR-HOWE-SNOWDEN
Radio Sales

WTNT
NBC
AFFILIATE
AUGUSTA, GEORGIA
250 Watts • 1230 Kilocycles

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

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J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Peter W. Denzer, Elizabeth Jo Hailey, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Grace Hargrove, Mary McCauley, Frances Tymann.
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BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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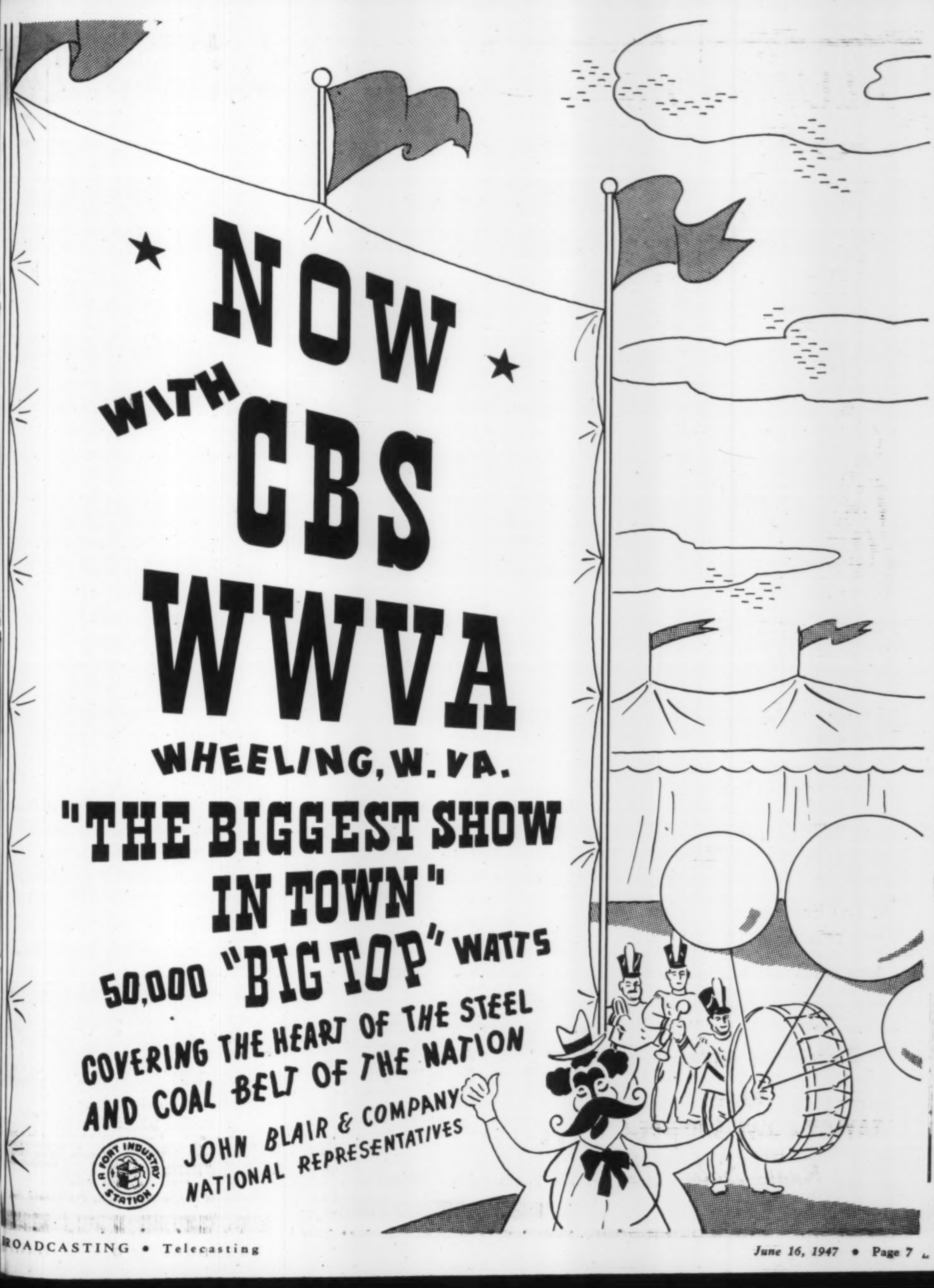
SUBSCRIPTION PRICE: $5.00 PER YEAR, 20c PER COPY


NOW
WITH CBS
WWVA
WHEELING, W. VA.
"THE BIGGEST SHOW IN TOWN"
50,000 "BIG TOP" WATTS
COVERING THE HEART OF THE STEEL AND COAL BELT OF THE NATION
JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES
A FORT INDUSTRY STATION

TOPS
in Nebraska's
2nd
Market!

Service -

Bus cards, courtesy announcements, dealer letters, merchandise tie-ups, mailing pieces . . . all are part of KFOR's top service to advertisers. KFOR's promotion helps guarantee highest returns on your advertising dollar.

Performance -

KFOR . . . the only station that concentrates on serving the Lincoln area exclusively . . . gives you top performance every time. Your message will reach thousands of listeners who know that KFOR serves their interests and theirs alone.

Results!

Effective merchandising plus proper programming to a highly responsive audience insure top results. Take advantage of KFOR's unbeatable combination of Service . . . Performance . . . Results! Make every penny of your time dollar profitable in Nebraska's 2nd Market. Call Petry today!

CHARLES T. STUART
PRESIDENT AND
EXEC. DIRECTOR

EXECUTIVE OFFICES—
STUART BUILDING—
LINCOLN, NEBR.

1240 KC
BASIC ABC

KFOR
LINCOLN, NEBRASKA

HARRY PECK
Station
Manager

EDW. PETRY & CO., INC.
National
Representatives

Feature of the Week

EVERYONE seems pleased, especially Mrs. Dorothy Meintzer, winner of the "Mrs. WDAY" contest. Participating in the special broadcast which announced the results were, l to r: Ken Kennedy, WDAY program manager, Mrs. Meintzer, her husband Wade, and Jack Dunn, WDAY station manager.

* * *

TWO FARGO, N. D., ladies are more than a little pleased that their home town station, WDAY, is celebrating its 25th anniversary. In fact, they're $8,000 wealthier between them.

The prizes, donated by WDAY advertisers in Fargo and Moorhead, Minn., were awarded to Mrs. Marie Wachal and Mrs. Dorothy M. Meintzer who won the two spectacular contests dreamed up by the station in honor of its Silver Anniversary.

In one contest, a citizen known only to two WDAY executives was to travel around the WDAY listening area with no clues as to his identity and the first person to recognize and challenge him as "Mr. WDAY" was to get $100 in cash and $4,000 in prizes.

The other contest involved naming a mythical "Mrs. WDAY" for which the station, at the same time each day, supplied one letter, but in the wrong sequence. Over 42,000 letters were receivd for this phase, said the station, before Mrs. Meintzer, an Irish war bride, sent the correct answer.

Sellers of Sales

IT is a well known fact that the Bulova Watch Co. spends more than three million dollars annually in spot radio but it is not equally well known that the lady behind the spot buying for the watch company is Patricia Fennell of the Biow Co., New York.

Miss Fennell, under the supervision of Terrence Clyne, account executive of the Bulova Watch Co., not only is responsible for buying radio spots for the company but she also helps prepare a market analysis to discover best buys for Bulova, and services the account in many other ways.

PATRICIA

The attractive brunette with flashing blue eyes was born in Mount Kisco, N. Y., April 25, 1918. She attended the College of New Rochelle and majored in history and English, preparing to be a school teacher. But in the course of some of the practice teaching sessions Miss Fennell discovered that she really didn't want to teach at all.

As a result, in 1939 after she received her Bachelor of Arts degree she took a job with *Readers Digest* as a proof reader for six months, then worked as secretary to an attorney and in 1941 entered radio, joining CBS as a secretary to Arthur Hull Hayes, general manager of WCBS.

Two and a half years later Miss Fennell moved to McCann-Erickson as secretary to Ed Madden, then vice president. In 1944 she joined Biow Co. as secretary to a producer in the radio department. In a short time her abilities were recognized and she was appointed personnel manager of the company. She remained in that capacity until last March when she returned to the radio department as timebuyer for Bulova.

The company, incidentally, uses 217 stations throughout the country, 52 times weekly.

Miss Fennell still lives in Mt. Kisco with her family. Her hobbies are swimming, boating and reading historical novels.

A Profitable Buy

WGAL
LANCASTER, PA.
(Established 1922)

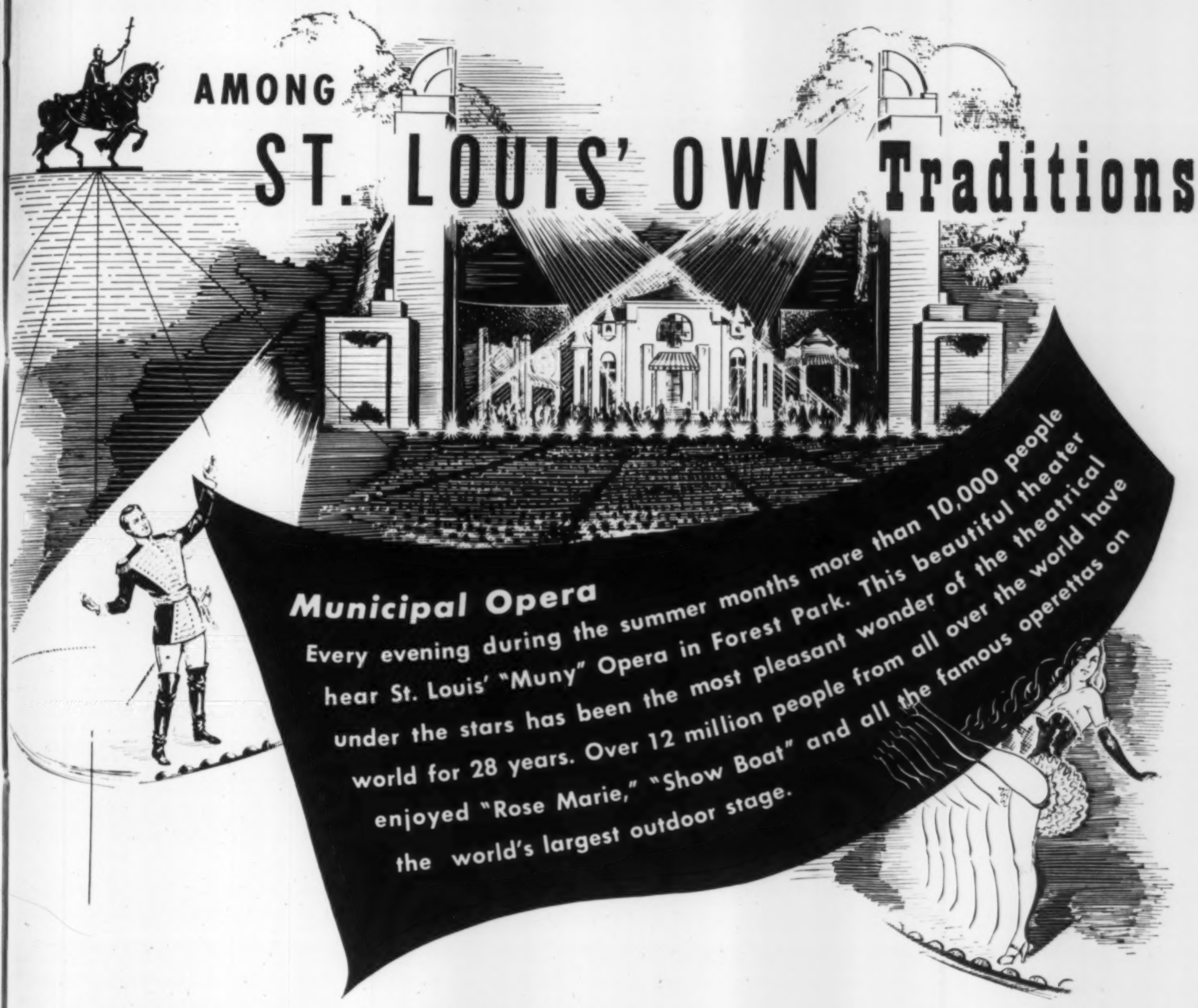
A STEINMAN STATION

Sales Representative
RADIO ADVERTISING COMPANY
New York • Chicago
San Francisco • Los Angeles

NBC AFFILIATE

AMONG

ST. LOUIS' OWN Traditions



Municipal Opera

Every evening during the summer months more than 10,000 people hear St. Louis' "Muny" Opera in Forest Park. This beautiful theater under the stars has been the most pleasant wonder of the theatrical world for 28 years. Over 12 million people from all over the world have enjoyed "Rose Marie," "Show Boat" and all the famous operettas on the world's largest outdoor stage.

KWK plays the "melody of millions" in this rich trading area. A blend of music and drama, news and human interest is keyed to the interests of a vast and enthusiastic audience. Alert advertisers find that KWK is tuned to the beat of a responsive public it understands so well.

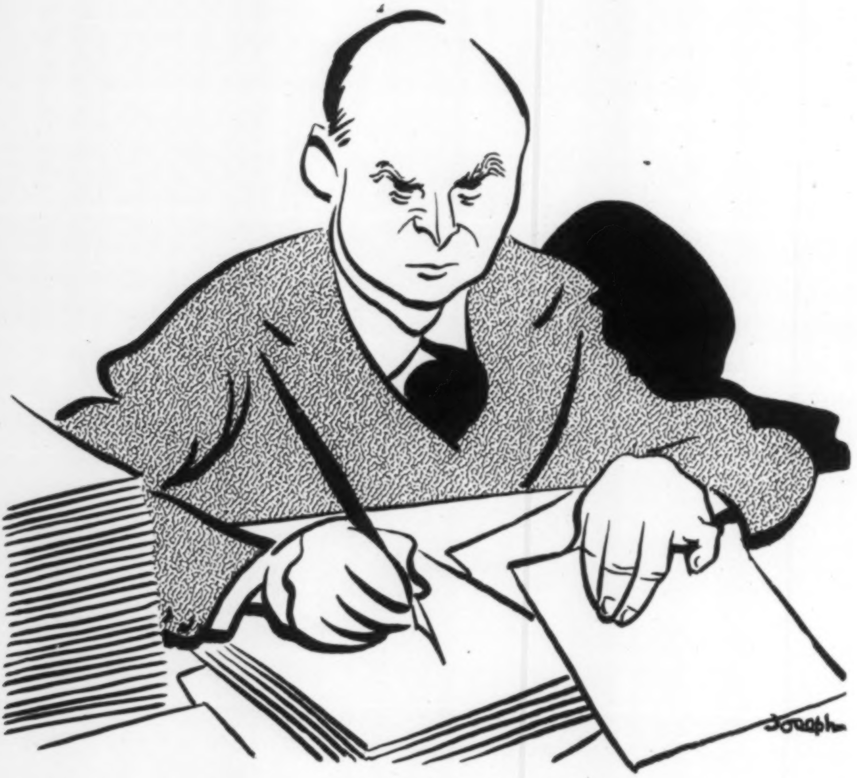
St. Louis' Own
and St. Louis Owned

KWK
MUTUAL

OTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative

NO. 13—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)



LIAISON!

Snooping through the New York Office, our candid caricaturist happened upon the typical little scene above—Mr. Frank Fitzpatrick, signing a stack of complete, detailed and informative station reports about his calls of that day, about the kinds of availabilities you prefer, etc. *All* of us Colonels do that *regularly*—and the result of this good liaison is that you agencies and advertisers get from us and "our" stations exactly the type of cooperation you want, and when you want it.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
	KXYZ
HOUSTON	
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL

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Pioneer Radio Station Representatives

Since May, 1932

NEW YORK:	CHICAGO:	DETROIT:	FORT WORTH:	ATLANTA:	HOLLYWOOD:	SAN FRANCISCO:
444 Madison Ave.	*180 N. Michigan Ave.*	*Penobscot Bldg.*	*406 W. Seventh St.*	*Palmer Bldg.*	*6331 Hollywood Blvd.*	*58 Sutter Street*

BROADCASTING

TELECASTING

VOL. 32, NO. 24 WASHINGTON, D. C., JUNE 16, 1947 $5.00 A YEAR—20c A COPY

Solid Opposition to S-1333 as Written

Denny, Miller, Nets First Witnesses; Critics File

SOLID BROADCASTER opposition to the White Bill (S-1333) in its present form caused reverberations last week which reached into the quarters of Senate Republican leadership.

A Senate Interstate & Foreign Commerce subcommittee opens hearings tomorrow (June 17) on the proposed legislation while the Senate Policy Committee prepares for a secret session at which Sen. Wallace H. White Jr. (R-Me.), author of the bill, will open discussion of his measure.

Republican leaders will have to decide, and on their decision advise Senator White, whether they wish to accept the burden of responsibility for legislation which might raise opposition ill-timed for an election year.

Hearings on White Bill are scheduled for Caucus Room, Senate Office Bldg.

Policy Committee Chairman Robert A. Taft (R-Ohio) told BROADCASTING that he had heard reports of strong objections to the White Bill, but added that Senator White would have to take the initiative in informing the policy committee about his measure. Senator Taft added that the complexity of the legislation, and the general lack of information among most Senators about it, prevented the policy committee from taking the initiative in dealing with the question.

Denny First Witness

Meanwhile, at the call of President Justin Miller, the NAB is meeting with industry members, including the networks, at its headquarters today to apportion testimony so there will be a minimum of repetition during the six-or seven-day hearings. Morning, afternoon and possibly Saturday sessions are scheduled to provide time to expedite the hearings, which Chairman White seeks to end in hearing days.

FCC Chairman Charles R. Denny will be the first witness. It has been predicted that Chairman Denny will oppose almost the entire measure and will be particularly critical of the separation of the Commission into two divisions. This has been described as unwieldy by FCC spokesmen. Another point on which he is expected to pounce is that this course would make a mere detail man of the Chairman.

Frank Roberson, head of the legislative committee of the FCC Bar Association, is expected to be the next witness. Judge Roberson will probably confine his testimony to the procedural and appellate divisions of the bill which the bar long has advocated.

Third on the list of witnesses will be the NAB with President Miller presenting the case in chief for radio. Keynoting the attempt to modify the bill, he is expected to point out the need for an affirmative measure which will assure radio complete freedom.

He will be assisted by A. D. Willard, executive vice president; Don Petty, general counsel; Robert K. Richards, public relations director; Harold Fair, program director, and Frank Pellegrin, director of broadcast advertising.

The brunt of the network opposition to the bill is expected to be carried by NBC with President Niles Trammell as the key witness. While the other networks are in general critical, NBC has been most vehement in its position.

The networks take particular issue with the limitations contained in the bill which would prohibit one entity's ownership of stations in any single band which in the aggregate would render primary service to more than 25% of the total U. S. population. They are also expected to oppose option time features which provide that an affiliate may not give option to the network for more than two hours out of every three-hour segment of the broadcast day.

Similar opposition will be directed against requirements for the identification of news and commentary material. The general contention of the networks is that the White Bill stiffens restrictions already imposed. They contend that the restrictions inherent in the White Bill, as it now stands, would stop television in its tracks.

NAB Witnesses

Radio leaders expected to testify under auspices of NAB include: J. Harold Ryan, vice president of Fort Industry Co., former NAB president and chairman of the legislative committee; Campbell Arnoux, president of WTAR Norfolk; Harry Bannister, WWJ Detroit, who is expected to testify on the newspaper ownership aspects of the measure; Wiley P. Harris, general manager of WJDX Jackson, Miss.; Donald S. Elias, of WWNC Asheville; G. Richard Shafto, WIS Columbia, S. C., and Fred Weber, WDSU New Orleans.

Major E. H. Armstrong, FM inventor who has protested FCC allocations for FM, and Bill Bailey, executive director of FMA, are expected to be heard.

Late Appearances

Eleventh-hour appearances were filed by a series of non-broadcasting groups, and it was expected that prior to the opening gavel Tuesday additional notices would be filed. New appearances include:

Cooperative League, Murray Lincoln, president; Progressive Citizens of America (liberal group which includes Mrs. Franklin D. Roosevelt, Paul Porter and Leon Henderson on its board), possibly through Susan B. Anthony, director of radio; National Temperance & Prohibition Council, which recently supported the Capper Bill to bar advertising of intoxicants, through Rev. Sam Morris and Henry M. Johnson, of Louisville, chief counsel; American Council of Christian Churches, which contends the provisions for equality of time are too restricted, through William S. Bennett, attorney, and Carl McIntyre, president, and possibly several additional witnesses.

A number of independent broadcasters have called the committee, but Friday evening no individual appearances had been filed. Richard Hubbel, television consultant, has filed an appearance, and proposes to advocate longer licenses for video.

It is generally contended that provisions of the proposed bill for a uniform system of accounting might be a direct route to government regulation of radio as a common carrier on a utility basis. Many stations feel that this provision would impose upon the smallest entity in broadcasting a detailed bookkeeping system which would be beyond the means of the small station owner.

A unique situation was brought about by the hearings where both the broadcasters and their regulator, the FCC, will oppose practically all of the clauses of the

(*Continued on page 96*)

Justin Miller Calls Leaders To Conference on Freedom

FOR THE FIRST TIME in history leading representatives of all U. S. media will meet together to "explore the possibilities of joint media action in safeguarding freedom of expression in America."

The one-day conference, arranged by Justin Miller, president of the National Association of Broadcasters, will be held in Washington June 26 at NAB headquarters, 1771 N Street, N. W.

Among those who have accepted Judge Miller's invitation are: David Howe, president of the American Newspaper Publishers Association and publisher of the Burlington (Vt.) *Free Press;* William L. Chenery, chairman of the editorial committee of the National Publishers Association and publisher of *Collier's* Magazine; Kenneth Clark, director of information of the Motion Picture Assn. of America; Melville Minton, chairman of the board of the American Book Publishers Association, and Col. J. Hale Steinman, Pennsylvania publisher and broadcaster, who is chairman of the ANPA Federal Laws Committee. A. D. Willard Jr., executive vice president of the NAB, will participate in the sessions.

Others Invited

Others who have received invitations include: Donald Nelson, president of the Society of Independent Motion Picture Producers; and J. Leonard Reinsch, general manager, WSB Atlanta, and special radio adviser to the President.

It is understood the group will meet with President Truman at the White House at 11:30 a. m., on June 26. First session of the conference will be at 9:30 a. m.

Sturdy New England Is Good Market

Old Conservatism Fails to Conceal Firm Economy

By SOL PAUL

NEW ENGLAND is conservatively optimistic.

The stability of the New England economy is behind this optimism. Over the past two decades a transition has been taking place in the six New England states. The area has lost ground in the nondurable goods industries, mostly textiles. On the other hand, there has been a pronounced growth in the service industries, recreation, transportation, communication, and clerical employment.

Thus two things of importance have happened to the New England economy: (1) This transition has meant a diversity of industry, which is economically healthy; (2) The per capita income has increased over the years because the new industries have higher wage levels than those that decamped. Don't get the idea that there are no more textile mills in New England. The New Englanders still turn out several hundred million dollars of textiles a year. But as Dr. Alfred C. Neale, director of Research of the Federal Reserve Bank of Boston and a transplanted Californian, will tell you, there has been a 30% increase in gainful employment in the industries outside of the nondurable goods category.

New England Reaction

The reaction to economic cycles is less pronounced in New England than other parts of the country, according to Dr. Neale. The employment curve goes up less than the rest of the country. For example, at present employment is off 10% in the nation while it is off 8% in New England. The most important factor in the entire picture is the per capita earning which shows that New England is 27% higher than the rest of the country.

There is no immediate cause and effect relationship between the economic picture and radio billing. If a protracted slump should be experienced, the radio stations, of course, would feel the results. However, the radio billings, like the New England economy, are stable. A survey of New England agencies by BROADCASTING points to an encouraging fall. Business seems to shape up something like this: Network business is off slightly with fall prospects good; National spot billing is firm; local business fluctuates according to the locality. In some cases it is up about 5%-10% in others it's off some 10%. The Boston agency executives and time buyers say that while billings are holding there is plenty of evidence that all advertising and radio in particular is now in the era of the "hard sell."

Questions Arise

One of Boston's best known agency executives who places a large amount of radio time throughout New England says that this is a period of self-questioning on the part of clients, unwillingness to make long term commitments. "Some of our clients who have been wedded to radio for many years now are questioning whether thy should drop radio and use newspapers and other media. Others who have been traditional newspaper users are inquiring whether they can step up sales through the use of radio. We are in for a lot of reappraising, experimenting and intense competition."

William H. Eynon, vice president and radio director of the H. B. Humphrey Co., looks forward to increased billing. One of its accounts which is using a split network on ABC is planning to go full network. A new entry into radio is Monument Mills, Housatonic, Mass., manufacturer of bed spreads, using spot announcements on a dealer tie-in basis. This cooperative campaign has been very successful. Mr. Eynon is a supporter of this method of promotion and feels that radio could do a great deal more of it to the advantage of the dealer, the manufacturer, and to radio. The agency is introducing a new cat food called "Kitty-Snicker" produced by the National Packing Co., Boston. So pronounced has been the expansion of H. B. Humphrey in the national radio field that there is a possibility that radio may be transferred to the New York office, under the direction of Henry B. Humphrey Jr.

Use More Spots

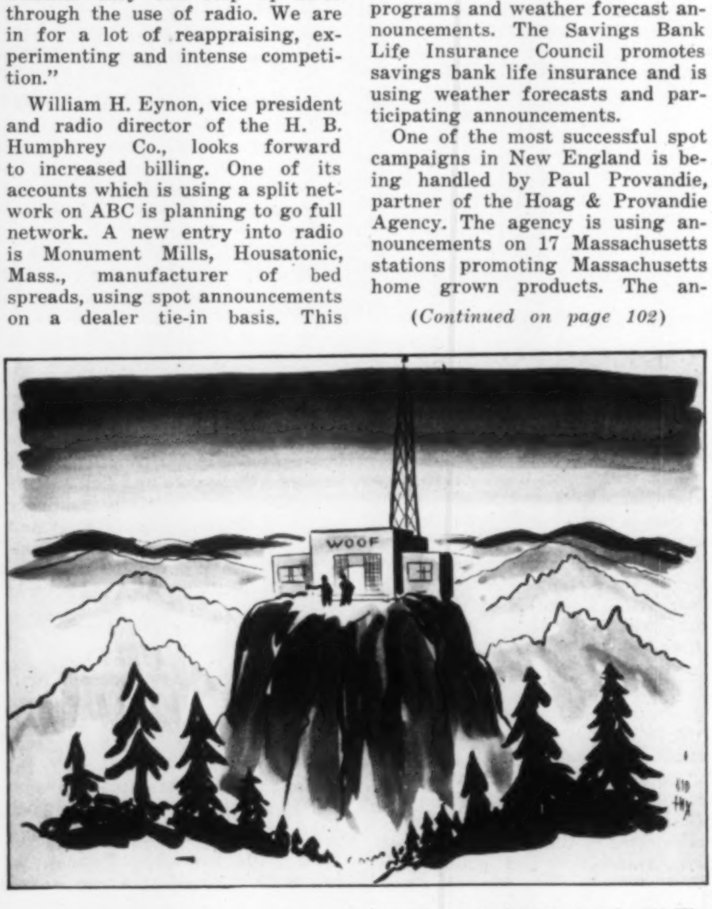
Janet Gilbert, timebuyer of Harold Cabot & Co. Inc., reports that two of its regional accounts, Miller Hollis, manufacturer of Haviland chocolates, and H. P. Hood & Sons (dairy products), are expanding their expenditure for spot announcements.

The Boston and Maine Railroad which ran a jingle announcement on 13 stations from March through May has extended the time through June because of the success of the jingle.

Doremus & Co., which handles several financial accounts, anticipates no change in its radio schedules. The National Shawmut Bank of Boston is retaining its news programs and weather forecast announcements. The Savings Bank Life Insurance Council promotes savings bank life insurance and is using weather forecasts and participating announcements.

One of the most successful spot campaigns in New England is being handled by Paul Provandie, partner of the Hoag & Provandie Agency. The agency is using announcements on 17 Massachusetts stations promoting Massachusetts home grown products. The an-

(*Continued on page 102*)



Drawn for BROADCASTING by Sid Hix

"So we don't have listeners, but boy, do we have coverage!"

Holiday Starts Spot Campaign This Week

HOLIDAY MAGAZINE, Philadelphia, will start a spot announcement campaign for six days as part of its regular seasonal drive. The one-minute spots on about 100 radio stations through the country will start on June 18 through June 23 to coincide with the publication date of the magazine. In addition to the use of that number of stations the agency handling the campaign, BBDO New York, will also substitute the *Holiday* Magazine spot on a number of the *Saturday Evening Post* current spots announcements for that week only. Both magazines are published by Curtis Publications, Philadelphia.

Wilson to Sponsor

WILSON Sporting Goods Co., Chicago, will sponsor All-Star football game August 22 at Soldiers Field between College All-Stars and Chicago Bears, pro football titleholders, over full MBS network of 430 stations. Broadcast will be carried from 9:30-12 p.m. with Harry Wismer doing the play-by-play. Agency is Elwell and Thurber Associates, Chicago.

Resinol Campaign

RESINOL Chemical Co., Baltimore (ointment and soap), this week begins a spot campaign in the following markets for 20 weeks: KMA Shenandoah, Iowa, WIBW Topeka, Kan., WWL New Orleans and WSB Atlanta. Five announcements weekly will be heard on each station. The Resinol firm, which has not been using radio recently, will advertise its ointment with early morning dramatic spots. Agency is Redfield-Johnstone, New York.

Renews 'Blondie'

COLGATE-Palmolive-Peet, Jersey City, N. J. (Super Suds), has renewed *Blondie*, Sundays, 7:30-8 p. m. on CBS for 26 weeks effective July 6. The show will continue through the summer, making its eighth year on the air. William Esty & Co., New York, is the agency.

Shell Adds Two

SHELL Gasoline and Oil, New York, has added sponsorship of two newscasts to its current series of news and sportscasts on about 35 stations. The sports programs on WAKR Akron and WSAI Cincinnati, started on June 9. Contract placed through J. Walter Thompson Co., New York, will extend for 13 weeks.

Hope Replacement

VAN HEFLIN, stage and film star, will be featured in NBC *Adventures of Philip Marlowe*, mystery-adventure and 13 week summer replacement for the Bob Hope show starting June 17, Tues., 10-10:30 p. m. Based on stories o Raymond Chandler, adaptatio will be written by Milton Geige Wendell Niles has announcer a signment with James Fonda hand ing Hollywood production f Foote, Cone & Belding, agen servicing account.

President Gets 14.6

PRESIDENT TRUMAN'S ad dress to the Canadian Parliame on June 11 was heard by 7,116,0 U. S. adult listeners, according a survey made for CBS by C. E Hooper, New York. The Hoopera ing was 14.6, and the share of li tening audience was 90.9.

House Group Gives FCC $6,040,000

Clumsiness Cited; Reduction Totals $1,260,000

FCC came off a comparative victor against economy-bent Congress last week, winning a recommendation for $6,040,000 of its record peacetime demand for $7,300,000 from the Independent Offices Subcommittee of the House Appropriations Committee almost entirely on the plea of the unprecedented work load foisted upon the Commission by applicants for broadcast facilities.

Of all governmental agencies, only the FBI thus far has fared better than the FCC, which, if the subcommittee's recommendations carry, would get an appropriation for the 1948 fiscal year starting July 1 of some $200,000 less than the current budget.

The Committee's report accompanying the hearings revealed that a substantial part of the cut was $375,000 requested for a special telegraph investigation—a proposed inquiry into the affairs of Western Union.

The report criticized the Commission for "duplication and triplication of effort within and between sections, lack of coordination, and clumsy and time-consuming procedures."

The remainder of the reduction—amounting to $875,000—occurred in the general classification of "salaries and expenses" and was justified by the Committee as "possible in view of the shortcomings" in FCC administration. The Commission's plea that additional funds are needed to catch up with the backlog of applications was met with a comment that:

"The committee is of the opinion that with proper utilization of staff and facilities the Commission should soon catch up in large measure with the backlog of work and that it is highly improbable that the recent work load of new applications will continue throughout the fiscal year 1948 . . ."

Funds for printing and binding were cut to $40,000 from $50,000, which represented, nonetheless an increase of $15,000 over last year's budget.

Denny Presented Case

FCC Chairman Charles R. Denny case, it is revealed in the transcript bore the brunt of the Commission's of the hearings on the appropriation before the subcommittee. FCC stands to increase its personnel in both its broadcast legal and engineering work.

Despite repeated efforts to pin the Commission down on regulation going beyond the scope of its authority, the record reveals that Mr. Denny was adroit in sidestepping the more controversial issues but he did agree that the Mayflower decision, barring editorializing on the air ,should be reviewed .

Reminiscent of past committee inquiries into FCC appropriations was considerable byplay on use of time for political broadcasting, the right of stations to censor political scripts and the abject sympathy of Chairman Denny with the plight of the Congressmen in quest of broadcast time and uncensored scripts. The record was interspersed with "off-the-record" discussions by Mr. Denny when the going appeared to get particularly hot.

Mr. Denny, at one point, found himself in disagreement with his colleague, Comr. E. K. Jett, on the matter of political broadcasting. Mr. Jett insisted that station managers had the right to insist upon script in advance, in view of possible libel actions against them, but Mr. Denny thought it was perfectly proper to ad lib.

Mr. Denny argued that stations had no right to demand a script. He also said he thought the practice of some stations in charging double rate for political talks was "a deplorable practice and one that ought to be publicly condemned."

The budget recommendation was made after the committee, under the leadership of Chairman Richard B. Wigglesworth (R-Mass.) studied a mass of detailed information submitted by the Commission during hearings May 5 and 7.

The hearings dealt at length with the following points:

1. **Blue Book, legal basis, cost of preparation and administration, use;**
2. **Survey of the economic prospects of broadcasting;**
3. **Increased need for expanded legal staff, relationship between litigation and regulation;**
4. **FM, problems and prospects;**
5. **Ownership limitations;**
6. **Program control, re-examination of Mayflower decision next fall;**
7. **Political broadcasts;**
8. **FCC monitoring activities.**

The Blue Book was brought up repeatedly for discussion, with Chairman Denny emphatically denying the majority of industry objections to the Blue Book method of control of program content. He also termed some published reports of the high cost of preparation of this document as "ridiculous," claiming that the Blue Book cost only $13,850 to write, and $16,000 to administer on an annual basis.

Enunciation of Principles

Mr. Denny described the Blue Book as an enunciation of principles under which station applicants seek their licenses and renewals. Included in this enunciation was the principle that "a broadcaster should not sell all of his time to advertisers for commercial programs." He added that the Commission, through the Blue Book, "leaves to the radio industry the primary responsibility for improving broadcast service."

He characterized the document "as one of the most worth while single projects the Commission has undertaken." The Blue Book, he said, is "a statement of Commission policy." He denied that the Blue Book or any other Commission regulation lays down any hard and fast rules for establishment of ratios between commercial and sustaining time. "We did not take the percentage of the commercial as the outright answer to the thing, but we think where somebody runs a high percentage of commercial, that is a reason to run the red flag up and look at it as a matter for a public hearing," he continued.

He expressed confidence "that if we take one of these Blue Book cases to court we will be sustained." But he failed to quote to the committee any section of law on which the Blue Book can be based. Authority for the Blue Book, he declared, derives from "the ordinary public interest, convenience and necessity, which is the general standard of the act."

"The whole history and interpretation of the act," he continued, "has been to negate the view that some people take, that so long as the station stays on its frequency it ought to keep its license forever."

Over-All View

Relative to program regulation, Mr. Denny reiterated his argument that the Commission does not control the programs on a day-to-day basis but maintains an over-all review at the end of the license period. He denied that there was "violent criticism" within the industry of this policy declaring that such criticism comes from "one trade publication," with the industry "pretty generally in accord

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Limit on Grants Opposed by Denny

Amounts to Regulation Of Income, He Tells House Committee

LIMITATION on the number of stations authorized in any area would mean abandonment of the competitive system in broadcasting, in the opinion of FCC Chairman Charles R. Denny. This is revealed in testimony released last Friday, coincident with the introduction of the Independent Offices Appropriations Bill which includes the FCC.

Asked by Chairman Wigglesworth (R-Mass.) of the subcommittee whether the wholesale licensing of stations would not result in "confusion and bitter competition" and ultimately "Government operation of radio or the liquidation of all smaller interests in the radio field," Mr. Denny said that those who advocate limiting the number of stations are asking for a "type of detailed regulation of their business of a character which we do not advocate."

Mr. Denny's explanation came after Chairman Wigglesworth had recited the situation obtaining in Washington as typical. He pointed out that before the war there were six standard stations in Washington of which four made substantial profits and one did not break even. Now, he pointed out, there are 13 AM stations authorized as well as 11 FM authorizations and four television authorizations. He said the same situation has been brought about throughout the country.

Potential Revenue

Mr. Wigglesworth added he had been advised that the potential advertising revenue does not exist to support such outlets.

To limit the number of outlets, Mr. Denny contended, would be tantamount to putting the FCC in the business of determining whether the licensees would be properly provided for "if you gave them $200,000 a year revenue or whether you gave them $100,000 a year or $50,000 a year."

"These people do not know it but they are asking that a federal agency be put in the business of regulating their income," he said.

"Also, in order to broadcast, A in Washington would have to be treated like broadcaster B and they would be required necessarily to account to the Commission on a uniform basis. Their salaries would have to be checked. Also the amount they pay the program director and the amount they pay themselves. Also the amount they charge up to entertainment, because unless the books were kept on the same basis, they could not be treated equally. That is what would be involved in abandoning the competitive system that Congress has prescribed in the statute.

"I very strongly take the position that it ought not be abandoned. I am aware of this: in certain instances in the radio business as in any other competitive business, competition will take its toll. There will be stations that will

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Television Faces Fight for Wavelengths

Reallocation Plans Are Numerous At Hearings

By RUFUS CRATER

FORERUNNER of what may be a long, hard frequency fight between television and several non-broadcast services developed last week in a two-day FCC-industry engineering conference.

The conference, called by FCC to consider interference problems arising from the present plan of sharing television channels with other services, produced half a dozen informally presented reallocation plans, plus requests for additional spectrum space for virtually all the services involved.

Allen B. Du Mont Labs asked for 10 new video channels between 108-174 mc. Television Broadcasters Assn. said television needs an unspecified number of new channels above 108 mc. Zenith Radio Corp. suggested that needed space be acquired by moving most present allocations above 44 mc further upward, expanding finally into the 480-920 mc band now used for commercial television.

On the other hand some of the mobile service users and manufacturers, including National Bus Communications Inc. and Motorola (Galvin Mfg. Corp.), contended television must be prepared to give up at least one of its first six channels if peace is to be established in the 42-88 mc band. TV interests indicated they would make an all-out fight on any proposed curtailment or any changes of existing channels.

Hearing Would Be Necessary

A public hearing necessarily will precede any change in allocations. When it would come, however, was not indicated. FCC authorities said they might continue working with industry committees in search of a solution, at least for the immediate future, or that they might draw up a proposal and let it be thrashed out in hearing.

It was almost unanimously agreed that the present plan of sharing video frequencies with other services will not work. There was also considerable feeling that television channels should be in one block, in lieu of the present split-band basis.

Extent of the problem was shown in testimony on the nature and degree of interference to television from other services and, in co-channel and adjacent-channel interference, from television itself (see interference resume, this page).

Conversely, television causes interference to other services. That it is a major problem—though one which participants felt eventually would be solved—was also indicated in the request of FCC Chief Engineer George E. Sterling, who presided, for "even radical" suggestions looking toward a solution.

Mr. Sterling pointed out that the "sharing plan" was adopted by FCC in 1945 on recommendation of RTPB Panel 2. Extensive tests, impossible then, have since produced results which "have not been encouraging," he declared. Besides the engineering difficulties in sharing, Mr. Sterling said, investigation has "also shown that other difficulties occur between television and other services even if there was no sharing."

The conference was called to get ideas for a solution. Several, all informal, were presented. One of the most "radical" was tendered by Joseph Wofford, FCC engineer, who suggested that government, fixed and mobile services be assigned the lower part of the band and that television, now occupying 13 "split channels" between 44 and 216 mc, be provided 15 consecutive channels from 174-264 mc.

One change suggested by Commission engineers and made the subject of considerable questioning was that Television Channels 1 and 2 (44-50, 54-60 mc) be replaced by a single channel, 50-56 mc. Curtis B. Plummer, head of FCC's Television Section, offered a plan which would eliminate amateurs from the 44-88 mc band but still retain six video channels. No. 1 in this proposal would be 50-56 mc; No. 2, 56-62 mc; No. 3, 62-68 mc, and No. 4, 68-74 mc, with aeronautical assigned 74-76 mc and television channels 5 and 6 remaining at 76-82 and 82-88 mc, as at present. This evoked an expected protest from George Grammer, of American Radio Relay League.

G. H. Underhill of Central Hudson Gas & Electric Corp., a member of RTPB Panel 13, suggested that space might be saved and protection against adjacent-channel interference retained by "overlapping" channels so that, although they would remain 6 mc wide, they would be separated by only 4 mc. Under his plan, low-band video allocations would be as follows: 52.1-58.1 mc; 57.1-63.1 mc;

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TYPES OF VIDEO INTERFERENCE

Philco Engineer Summarizes Obstacles Encountered By Television in Various Channels

TYPES OF INTERFERENCE encountered by the various television channels were summarized last week by F. J. Bingley, chief television engineer of Philco Corp. and member of RTPB Panel 6. He presented the summary during the two-day FCC-industry conference on the sharing of television channels by other services (story on this page).

Channel 1 (44-50 mc)—"Good deal" of diathermy interference; probably some F-2 and adjacent channel interference.

Channel 2 (54-60 mc)—Direct diathermy interference; diathermy and industrial heating harmonics; amateur harmonics, and some direct amateur interference; some interference due to insufficient image rejection from Channel 5; some interference from FM.

Channel 3 (60-66 mc) — Perhaps some upper-adjacent channel interference from Channel 4; some off-channel diathermy interference.

Channel 4 (66-72 mc) — Some cases of sound from Channel 3 interfering with Channel 4 image; FM interference in old sets; occasional diathermy interference.

Channel 5 (76-82 mc) — Local oscillator interference from Channel 2 in new sets, from Channel 4 in pre-war sets; occasional diathermy interference; some instances of interference from Navy radio operations noted in Washington, D. C. area.

Channel 6 (82-88 mc)—No experience.

Channels 7 through 11 (174-204 mc)—No experience.

Channels 12 and 13 (204-210, 210-216 mc)—FM harmonics; some interference from diathermy and industrial heating equipment.

Examiners Named from FCC Law Dept.

Realignment Forms New Hearing Division

EXTENSIVE REALIGNMENTS within FCC's Law Dept., approaching the scope of a reorganization, will be necessary following appointment last week of 11 attorneys to virtually lifetime jobs as examiners in the new, independent Hearing Division.

Mrs. Litvin

Several key staff positions were vacated by the appointments, and the 'Review Section, which will replace the present Hearing Section operating within the Broadcast Division, is yet to be set up.

Appointees to the Hearing Division, who will serve as presiding officers in virtually all future hearings, include Mrs. Fanny Neyman Litvin, who has been with FCC and the old Federal Radio Commission since 1928 and is one of the Law Dept.'s best known members. She has been chief of the Motions and Rehearings Section of the Broadcast Division for several years.

The official list of appointees, most of whom had been unofficially reported earlier [CLOSED CIRCUIT, June 9], was as follows:

Jack P. Blume, acting chief, Hearing Section.

Jay D. Bond, member of New and Changed AM Facilities Section.

Joseph Brenner, acting chief, Rate Section, Common Carrier Division.

James D. Cunningham, chief, Renewals and Revocation Section.

Walter E. Emery, member of New and Changed FM Facilities Section.

Robert W. Hudson, field attorney in charge of West Coast office, San Francisco.

Hugh B. Hutchison, chief, New and Changed AM Facilities Section.

J. Fred Johnson Jr., who has been engaged in both broadcast and common carrier matters.

Edward F. Kenehan, member of New and Changed AM Facilities Section.

Mrs. Fanny Neyman Litvin, chief, Motions and Rehearings Section.

Leo Resnick, member of Hearing Section.

The predominance of broadcast matters in FCC's hearing workload is reflected in the choice primarily of Broadcast Division members (all in the above list except where other divisions are specifically named) for appointments to the Hearing Division.

No chief of division has been designated, and FCC authorities said it was not known when the choice would be made and announced. Nor has secretarial personnel yet been chosen.

Ten of the appointments were announced Wednesday (June 11), when establishment of the new division became effective under the Administrative Procedure Act. Designation of Mrs. Litvin was announced Thursday. Additional appointments will be made later.

The examiners will be subject to Civil Service requirements, which have not yet been set up, and will be removable only with Civil Service consent. Plans for the division and duties of the examiners

(*Continued on page 102*)

AFM Stations Too Costly, Union Finds

JAMES CAESAR PETRILLO, czar of the AFM, told their 50th annual convention last week that radio station operation would be too expensive for the union, especially since they would have to use only live talent. He also hinted that AFM may go into the recording business if the Taft-Hartley bill is made law and the present welfare fund contract is outlawed.

Petrillo Threatens To Enter Record Business

RADIO station operation by the AFM would be too expensive, especially since the union would have to use only live talent, President James Caesar Petrillo told the AFM's 50th annual convention in Detroit last week.

Defiantly challenging Congress to force musicians to make recordings, he said AFM may go into the recording business in direct competition with the 130 established companies. The convention gave AFM's executive board power to stop members from making recordings after contracts with major record companies expire Dec. 31.

In High Wage Bracket

In his annual report, President Petrillo, who was reelected without opposition, revealed employment figures showing radio musicians are one of the highest paid segments in the American economic scheme. In 1945, his figures show, the average radio musician received $4,267, and substantial increases in scale have occurred since that time.

Mr. Petrillo's survey showed that 369 stations employed a total of 2,932 musicians at a gross salary of $12,514,337. Of the 369 stations, 301 are network affiliates and 68 are independents.

Going into cost of operating a station, Petrillo said a detailed study was made with a view to applying for one or more FM licenses and CPs in the name of AFM or its locals. The survey showed that construction and operation of a 1,000-w station for a year would be $71,320 and that the "bare minimum" cost of operating such a station for one year would be $33,850 while the average cost would be $52,500.

"Neither of these figures allow for any talent costs and provide only for a very small operation force.

"If the Federation were to enter into the broadcasting field it would have to maintain an above average standard and present programs of a very high caliber. It must be remembered that the Federation could only be interested in 'live talent' and could not resort to the use of 'canned music' as all other stations do.

"Therefore, our operation of such a station would multiply the cost many times . . . and we would have to face an ever increasing budget with no assurance of what income could be had from these operations. Your committee is of the opinion that this is entirely too expensive a project for our organization to undertake."

Referring to the recording royalty fund, Petrillo said, "We will go in the end of this year and ask for more money—if we negotiate at all. Next year we may be spending more than $2,000,000 from this fund."

He offered the suggestion that AFM go into the recording business itself after Joseph A. Padway, AFL general counsel and AFM executive board member, told the convention the Taft-Hartley labor bill "will definitely outlaw the AFM welfare fund (from recording and transcription royalties) and kill it deader than a doornail."

Not a 'Strike'

Mr. Padway said that under the bill only employes of the firms contributing to the fund would be allowed to benefit from it and that these benefits would be limited to insurance, pensions, medical and unemployment benefits.

"If that is to be the case," President Petrillo said, "and under the law we cannot renew this agreement, then I believe the Aug. 1, 1942 letter (banning all recordings by AFM talent) might be the same letter we will send again.

"If we say we cannot make records no one can make us go back to work. It will not be a strike. It has been my pleasure to keep up with the radio and recording people. This bill gives me some ideas. Maybe we ought to go into the recording business ourselves. (One-minute ovation.)

"As long as they want to gyp us out of a quarter-cent, maybe they won't like it if we take it all. Let them find out from their corporation lawyers and their Senators how they can make a deal under this law that will be satisfactory to the AFM. If they don't want to give a quarter-cent, or five cents, then maybe they will get nothing. This money comes from the profits of the corporations and not from the public, as charged."

The AFM head said present contracts expire Dec. 31 and offered the following resolution which was voted unanimously:

> That at the termination of present recording and transcription contracts on Dec. 31, 1947, the international executive board be vested with full power to agree or not to agree to consummate new agreements. If the international executive board at that time decides that further making of recordings of any kind by the Federation members is detrimental to the interests of the Federation they may order Federation members to refrain from rendering services for any or all types of recording at any time if, in the judgment of the board it is advisable to do so."

Mr. Padway said the AFM would not be able to call off its men from recording jobs under the Taft bill but that they could quit assignments individually. In a general review of the bill he said the AFM would be able to take any action against a network without risk of antitrust prosecution. He cited the "emergency clause" which specifically mentions the communications industry and criticized the 80-day injunction period which he said would enable a recording company to make enough pressings to last throughout long litigation. Such artists as Heifetz and Elman, who are self-employed, could not be required to belong to AFM, he said.

Mr. Padway warned that the bill would prevent AFM from demanding of a network that it stop servicing a local outlet in conflicts with the union, citing the Chattanooga case. (This is the hotly disputed "secondary boycott.")

President Petrillo, in his opening convention speech, criticized NAB for its role in "sponsoring" the bill. He condemned NAB for "refusing to cancel its 1943 convention at President Roosevelt's request" as a war measure, when AFM acceded to the plea.

In a news conference he voiced concern over the increasing use of recorded music on both networks and small independents, referring to "the growing importance of disc jockeys and the decline in work for union musicians. If the trend

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Sarnoff Urges Anti-Recession Steps

Asks for Readjustment To Insure Bright Future

ECONOMIES in production and selling, and improvement of product, must be effected by the radio manufacturing industry to meet an ecomonic readjustment already under way, Brig. Gen. David Sarnoff, RCA president, Thursday night told the banquet of the Radio Manufacturers Assn., gathered in Chicago June 10-12 for its 23d Annual Convention.

"As long as our industry continues to foster research and create new products and services for the public, we need not fear for its future," he said, pointing out that radio by its very nature is in the vanguard of science.

New Markets

Television alone will enable the industry to set new records, he added, foreseeing ultimate fusion of sound broadcast and television, with the 36,000,000 radio homes finding new pleasures "in sightseeing and attending events by television."

Gen. Sarnoff said the industry is on the threshold of "three great new markets—FM, television and industrial electronics—while the older markets for standard broadcast receivers and combination instruments are still fertile. Radio-phonographs and phonograph records are in greater demand today than ever before."

Anticipating a bright future for FM, he said technical and economic conditions which retarded FM's growth during the war in the early postwar period have been removed. "The measure of its success will be determined largely by the quality and variety of the programs transmitted over FM stations," he said. "I believe the fullest benefits to the public and the larger opportunities for sales will come only when programs now broadcast by standard stations and networks are permitted to be sent simultaneously over FM stations. Let us hope that present-day restrictions, which forbid this, may soon be removed."

In dispelling false notions about television, Gen. Sarnoff said the medium will not reach the homes over wires "but definitely will be broadcast through the air and the programs will be free to the 'looker' as sound broadcasts are to the 'listener'." He noted that 50,000 television receivers are in service, with some 50 transmitters now in production. He predicted television would develop an art form of its own but said it would be folly to suppose that television will ever supplant the theatre. He suggested it might revolutionize the trade structure of the movie industry, however.

Sees Relay Growth

Gen. Sarnoff said coaxial cables will reach from coast to coast. "Automatic radio relay stations," he said, "either alone or in combination with the coaxial cable, show great promise for speeding the extension of television program service throughout the nation.

"Radio relay stations are now in operation between a number of cities and others are being erected. Eventually these microwave channels will reach out further to connect additional communities in television network service, especially to cities not reached by coaxial cables."

The radio business is back to

(Continued on page 104)

Arney Lauds CAB for Freedom Fight

Canadians Elect Board Members at Jasper Convention

By JAMES MONTAGNES

CONGRATULATING Canadian Assn. of Broadcasters on its valiant fight for principles of free radio, C. E. Arney, NAB secretary-treasurer, said U. S. broadcasters also are presenting a united front to fight for the American system of radio and freedom of speech. Mr. Arney addressed the CAB convention held June 9-12 at Jasper Park Lodge, Alta., speaking for Justin Miller, NAB president, who was unable to attend.

Broadcasters would do a better job if left to their own devices instead of controlled by distant Government commissions, he said.

Directors elected at the concluding CAB session were A. M. Cairns, CFAC Calgary; H. O. Murphy, CFQC Saskatoon; G. S. Henry, CJCA Edmonton; G. R. A. Rice, CFRN Edmonton; K. S. Rogers, CFCY Charlottetown, P. E. I.; D. Malcolm Neill, CFNB Fredericton, N. B.; Harry Sedgwick, CFRB Toronto; K. D. Soble, CHML Hamilton; R. Snelgrove; CFOS Owen Sound, Ont.; Phil LaLonde, CKAC Montreal; J. N. Thivierge, CHRC Quebec.

At the Thursday morning session the convention endorsed union recognition wherever possible. A resolution specified that stations continue to identify themselves as independent community stations when giving call letters. Deficit current operations was reported at a closed session, with increased assessment discussed.

FM Briefs

FM and research featured the Wednesday morning session. George Chandler, CJOR Vancouver, urged stations to place briefs for 20 kw FM stations as soon as possible. He did not believe CBC would extend the July 1 time limit for applications to other than present AM station owners. Also on the FM panel were Mr. Snelgrove, Mr. Neill and Henry Dawson, CAB.

How broadcasters can supplement BBM and rating reports with further research was discussed by station owners, agency executives and advertisers. On the panel were F. H. Elphicke, CKWX Vancouver; Walter Elliott, Elliott-Haynes Research; Morris Rosenfeld, MacLaren Advertising; Bill Guild, CJOC Lethbridge. Broadcasters were urged to increase research in their own markets.

Luncheon meeting was dedicated to BMI Canada, with Bob Burton, BMI counsel and Canadian general manager, asking broadcasters to develop Canadian musical talent, thus helping international relations by giving Canadian composers chance to let the world hear Canadian music through BMI distribution.

CANADIAN AND AMERICAN broadcasters at Jasper; (l to r) Far side of table: Narcisse Thivierge, CHRC Quebec; Dr. C. O'Hagen, Jasper Chamber of Commerce; Lou Phenner, president, Bureau of Broadcast Measurement; C. E. Arney, NAB Washington; George Young, CBC station relations supervisor; John Gillin, WOW Omaha. Near side: Arthur Evans, CAB secretary-treasurer; F. H. Elphicke, CKWX Vancouver; Adrian Head, J. Walter Thompson Co., and BMB vice-president; Harry Dawson, CAB manager.

Canadian broadcasters and Canadian Chambers of Commerce are expected to work closely together on a new series of free enterprise programs.

Plans for setting up advisory community radio councils on NAB pattern and testing legality of CBC required promise of performance reports featured opening day's session. Lively discussions on place and date of next annual meeting, work of planning committee which had prepared brief for Parlimentary Radio Committee, performing rights new fee schedules, new operations of BMI Canada Ltd., and plans for further promotion of reporting role of independent commercial stations highlighted Monday sessions.

About two hundred Canadian broadcasters and numerous American guests met under sunny conditions in Rocky Mountain resort of Jasper. Though many Eastern Canadian broadcasters were absent due to sittings of Parlimentary Radio Committee at Ottawa, convention went on record endorsing actions of planning committee.

Opening convention, last Monday Mr. Rogers, CFCY Charlottetown, urged broadcasters to strengthen and maintain cohesion and continuance of campaign started this year. He pointed out results may not be visible for three to four years owing to necessary actions of Parliament to enact legislation.

"Canadian broadcasters are playing part in restoration of freedoms taken away during war, others are watching our moves closely," said Mr. Rogers.

Broadcasters plan to make recent Community Radio Week annual event. Good results were reported. Favorable newspaper comment and coverage on Parlimentary brief was reported, with independent stations getting more newspaper space in past week than in previous ten years. Broadcasters were told that CAB has adequate material available to refute all unfavorable publicity, little of which had cropped up to date. A half hour transcribed program of questions and answers is being prepared for use of member stations.

Report on Agreement

Report was made that new five year agreement has been signed by CAB with Composers Authors Publishers Assoc. of Canada and BMI Canada Ltd., which comes up for approval by Canadian Copyright Appeal Board at Ottawa July 7.

Heated discussions took place in afternoon session on promise and proof of performance forms required by CBC, with CBC Station Relation Supervisor George Young on hand to answer questions and hear opinions from independent stations. Broadcasters de-

(*Continued on page 99*)

Method to Augment BMB Proposed

Engineering Data Idea Offered by Research Committee

PROPOSAL that BMB augment its periodic nationwide postcard surveys with interim engineering data indicative of station coverage is expected to be advanced at the meeting of the organization's Research Committee, schedule for tomorrow (June 17) at BMB headquarters in New York.

Plan would provide new stations, which have begun operations since the first BMB survey was made in March, 1946, with a means of supplying standardized data on their coverage to advertisers and agencies without waiting for the completion and publication of the next nationwide postcard survey. It would in no sense replace the basic data on listening obtained from listeners themselves, but would enable stations to supply interim information on a uniform basis.

It will be argued that if there is no such industry standard the buyers of radio time will get from these stations coverage data collected in a wide variety of ways, the very thing BMB was set up to stop. Obviously, the proponents of the plan state, the stations cannot wait to make presentations until the next BMB study has been completed, which would be the fall of 1948 at the earliest and, if the NAB proposal for postponement is adopted, the fall of 1949. Method would probably be along the lines of the engineering studies made by Mutual which believes them to have produced evidence of satisfactory reception that could not have been obtained from the "half-millivolt line" studies of prewar days.

Series of Meetings

Research Committee is only one of a series of BMB committee sessions to be held during the week, including the Advertising Industry Relations Committee on Thursday, culminating with the BMB Board meeting on Friday, when an answer to the NAB proposal of a year's postponement will be made.

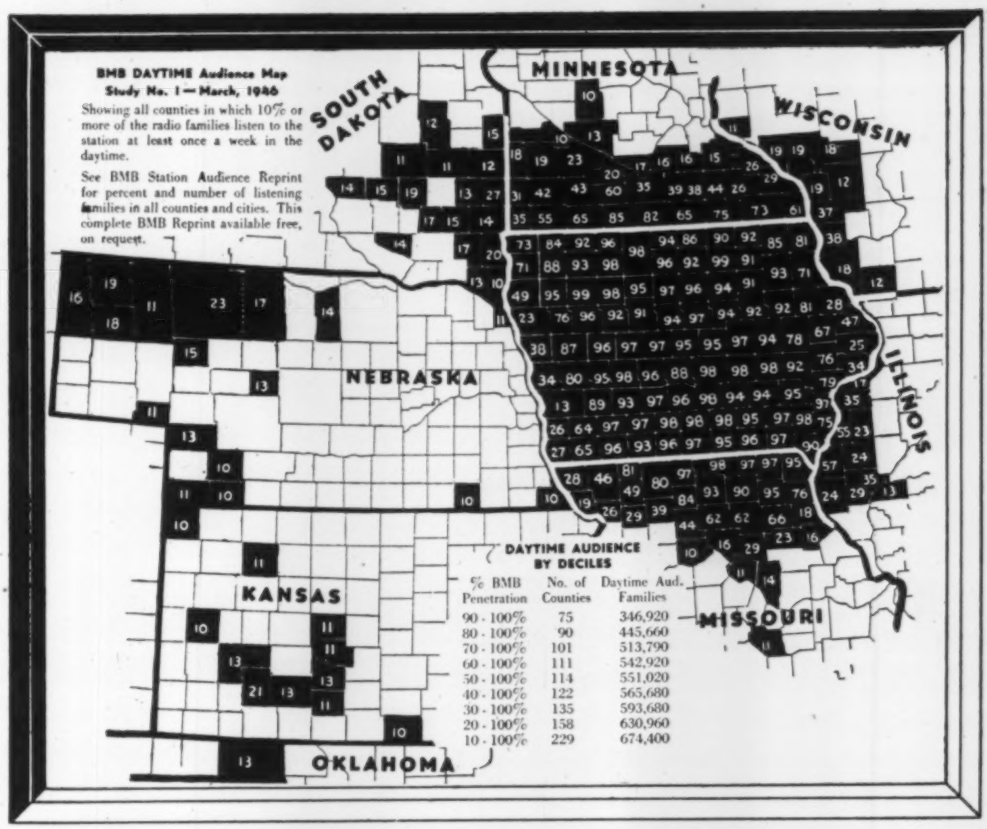
The preliminary committee sessions began last Tuesday when the finance committee met to review the organization's financial history, including a detailed analysis of the revenue and expenditures in connection with conducting, tabulating and publishing the 1946 survey, and to consider possible methods of long term financing. For this latter task and for the job of figuring the effect of a year's postponement on the pledges for the second study already received from more than 150 stations, the BMB group was joined on Wednesday by a special NAB liaison committee.

No final overall plan was arrived at, but the combined committees did agree informally on a number of factors which they feel should be included in any long term financing system which may be adopted. These conclusions are being written up and sent to the individual members of the committee for their approval, after which they will be presented to the board for official action. Meeting was described as completely amicable and cooperative.

Present at the two-day meeting were all members of the BMB Finance Committee, Roger W. Clipp, WFIL Philadelphia, chairman; Leonard T. Bush, Compton Adv. Inc., Lowrey Crites, General Mills. NAB Representatives at the Wednesday session were Paul Morency, WTIC Hartford, and G. Richard Shafto, WIS Columbia, S. C.

Daytime

WHO SERVES FAMILIES IN 229 COUNTIES IN 9 STATES [674,400]



BMB DAYTIME Audience Map
Study No. 1—March, 1946

Showing all counties in which 10% or more of the radio families listen to the station at least once a week in the daytime.

See BMB Station Audience Reprint for percent and number of listening families in all counties and cities. This complete BMB Reprint available free, on request.

DAYTIME AUDIENCE BY DECILES

% BMB Penetration	No. of Counties	Daytime Aud. Families
90 - 100%	75	346,920
80 - 100%	90	445,660
70 - 100%	101	513,790
60 - 100%	111	542,920
50 - 100%	114	551,020
40 - 100%	122	565,680
30 - 100%	135	593,680
20 - 100%	158	630,960
10 - 100%	229	674,400

Nighttime [after dark]

WHO SERVES FAMILIES IN 526 COUNTIES IN 18 STATES [814,670]

WHO

for IOWA PLUS

DES MOINES **50,000 WATTS**

B. J. Palmer, Pres. . . J. O. Maland, Mgr.

FREE & PETERS, INC., National Representatives

Limited TV Networks by Mid-1948

However, FCC Is Told Large Scope Still Years Away

NETWORK TELEVISION on a relatively limited regional scale may be in operation by next summer but nation-wide, multiple networks are still years away.

That was the consensus last Monday after an all-day engineering conference conducted by FCC to sound out television broadcasters and common carriers on "the immediate situation."

Grave doubts were expressed concerning the willingness and ability of broadcasters to pay the rates proposed by AT&T for video use of its coaxial cable [BROADCASTING, June 9]. AT&T spokesmen said the rates would be the same for its projected radio relay service.

M. K. Toeppen, engineer and statistician appearing for Raytheon Mfg. Co., estimated $1 to $1.5 billions in television time sales might be needed to pay the AT&T rates and other video costs. This would be three to four times the estimated AM time sales in 1946. He said Raytheon would offer no rates for television common carrier service "until we see that it will pay."

In the wake of the strong opposition to AT&T's projected rate plan—which calls for $40 per circuit mile per month for eight hours' daily use of a channel—it appeared likely that several firms would seek to establish their own intercity microwave relay systems.

When FCC Chief Engineer George E. Sterling, who presided, asked for a show of hands of broadcasters interested in "getting together" in the operation of intercity relays, some 15 or 20 went up out of the group of approximately 75 station and common carrier representatives.

FCC's Views

But FCC in its proposed allocations has indicated that it regards intercity relaying as a common carrier function, and its final decision on the question won't be made until after the International Telecommunications Conference now in progress at Atlantic City. It was thought possible, however, that FCC might permit broadcasters to operate their own relay systems on an interim basis at least until adequate common carrier facilities are available.

J. Z. Millar, appearing for Western Union, said his company put its faith in radio relay rather than coaxial cables, and outlined a proposed radio system linking some 23 major cities from Los Angeles to New York.

He pointed out that Western Union has been operating a New York-Philadelphia relay for some time and will soon have links connecting New York, Pittsburgh and Washington. Western Union, he said, will be able to offer "any type of service at attractive rates," but pointed out that major considerations include availability of equipment, completing arrangements with broadcasters, and securing approval of FCC.

Philco and Du Mont, along with Raytheon, particularly questioned the practicability of operating under AT&T's proposed rates.

C. A. Priest, manager of General Electric's transmitter division at Syracuse, revealed that GE has a one-way microwave relay circuit ready for commercial video operation between New York and Schenectady, and, with FCC approval, will extend it "at least to Syracuse." GE's WRGB Schenectady has applied for commercial use of the circuit to relay New York programs to the Troy-Albany-Schenectady area.

The New York-Schenectady circuit, he said, operates in the 1750-2100 mc band and uses a relay at Beacon Mountain 55 miles north of New York; one 55 miles further at Round Top Mountain; one 29 miles distant at Helderberg Mountain, and a final one 14 miles from Schenectady. At present the circuit uses separate carriers for sound and pictures but will be converted to carry both on a single channel. Equipment similar to that used in the relay system will be offered by GE.

Dr. T. T. Goldsmith, director of research of Allen B. Du Mont Labs, said the company preferred to use common carriers if the rates and service were satisfactory. Both he and Dr. Allen B. Du Mont, president, expressed serious doubts whether the AT&T rates would be feasible.

Dr. Goldsmith indicated interest in a relay link tying in eight affiliates from New York to Washington, providing two-way service to each of the stations. He suggested a rate of $5 per hour per station on the basis of a minimum 28-hour rate. This rate, which he

(*Continued on page 97*)

Renomination of Wakefield Is Referred to Subcommittee

INVESTIGATION of FCC Comr. Ray C. Wakefield's party status loomed last week with appointment Thursday of a three-man subcommittee of the Senate Interstate & Foreign Commerce Committee to study his renomination to a seven-year term beginning July 1.

Sen. Wallace H. White Jr. (R-Me.), chairman of the full committee, told reporters that questions had been raised within the committee regarding "whether Mr. Wakefield is a good enough Republican to receive a Republican appointment." He said some Democrats also questioned the reappointment. Personally, he said, the challenge is "too general an indictment to satisfy me."

The subcommitee is headed by Sen. Clyde M. Reed (R-Kan.), whose colleagues are Senators Edward H. Moore (R-Okla.) and Tom Stewart (D-Tenn.).

Senator Reed said he planned to call Mr. Wakefield and other witnesses at public hearings later. No date was given for a hearing. The reappointment, for the term starting July 1, was sent to the Senate late last month by President Truman [BROADCASTING, May 26].

Although a number of Committee members denied that the procedure was in any way unusual it was pointed out that if nominations are noncontroversial they are usually automatically approved by the full committee.

The assignment of the special subcommittee was made in closed session with no indication given as to when action would be taken. Senator Stewart, however, told the committee that although he had no personal objections to Mr. Wakefield he was not satisfied with the nomination and had some questions to ask. Other committee members commented that they had heard numerous objections to the nomination and for this reason felt that the hearing should be extensive.

Decision on the Wakefield case may be determined actually during a meeting of the Senate Policy Committee this week. Senator White is planning to attend the meeting and may present the leadership with the question of Mr. Wakefield's renomination. The Policy Committee is qualified to pass on the political acceptability of nominees and should its decision be unfavorable it is likely that the Interstate Committee will follow any Policy Committee recommendation.

Justin Miller Is Elected As BMI Board Chairman

JUSTIN MILLER, NAB president, and former BMI president, was elected chairman of the board at the BMI Board of Directors meeting held June 10 in New York.

Sydney M. Kaye, former executive vice president of BMI, was made a member of the board and will serve as vice chairman, and Robert D. Swezey, MBS vice president, was elected to the board's membership to replace Carl Haverlin, retiring president of BMI.

MBS Elects Weiss As Board Chairman

Streibert, Poppele and James Advanced by Network

LEWIS ALLEN WEISS, MBS vice chairman as well as Don Lee vice president and general manager, was elected chairman of the MBS board at its annual meeting in Chicago Thursday. Mr. Weiss succeeds Alfred J. McCosker, who resigned effective June 1 [BROADCASTING, March 3] as chairman of the board of Bamberger Broadcasting Service, operating WOR New York.

Mr. McCosker has been MBS board chairman since 1934 when MBS was organized as a four-station metropolitan hookup. Mr. Weiss has been an officer and director of MBS for some years.

Theodore C. Streibert, president of WOR and MBS board member, was named vice chairman to succeed Mr. Weiss. Jack R. Poppele, WOR vice president, was elected to the board vacancy left by resignation of Mr. McCosker.

Others Elected

E. P. H. James, MBS director of advertising, promotion and research, was elected to a vice presidency.

Edgar Kobak was reelected MBS president and director, with James E. Wallen reelected treasurer and controller, and E. M. Antrim secretary.

Reelected vice presidents were Robert D. Swezey, who also is MBS general manager; Phillips Carlin, programs; Z. C. Barnes, sales; A. A. Schechter, news, special events and publicity; Robert A. Schmid, station relations; Ade N. Hult, Midwest operations.

Other board members reelected for another term include Willet H. Brown, Don Lee network; Mr. Antrim and Chesser Campbell, WGN Chicago; J. E. Campeau, CKLW Detroit; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; John Shepard 3d and Linus Travers, Yankee Network.

KFWB Sells 33 Segments Of Martin Block Series

KFWB Hollywood announced last week it had sold 33 quarter-hour segments of the maximum weekly total of 48 within its two hours of *Martin Block Presents*. The record program, six days weekly, started June 2.

Five advertisers are using segments six weekly: Flotill Food Products, Los Angeles (canned foods); Liggett & Myers Tobacco Co., New York (Chesterfields); Kaiser-Frazer, Los Angeles (automobiles); Patricia Stevens Model School, Los Angeles; and William H. Wise & Co., New York (books). Dr. Cowan, Los Angeles (chain dentists), is using three 15-minute segments weekly.

SHAKE WELL BEFORE USING

Shake well before using

There's a famous proprietary firm that needed a sales boost in Richmond. As a matter of fact, they needed a real shot in the arm.

They decided W-L-E-E was the way to start. They bought a half hour a week over our sales-producing station six months ago.

Latest report: "If sales continue at the present rate . . . we'll sell twice as much this year as compared with last year."

And this drug outfit has had no other advertising in Richmond.

It's another W-L-E-E sales success story.

To shake well in Richmond...use W-L-E-E!

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, Director **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

Managers Report Lack of Local Talent

Also Say Sponsors Unenthused About Availabilities

A TOTAL of 52% of station managers find local live talent unavailable and 48% find that sponsors refuse to buy the local talent which can be obtained.

These were among the conclusions reached in BROADCASTING'S fifth poll of station managers (seventh in the TRENDS series being conducted by Audience Surveys Inc.). The poll was designed to examine the problems encountered by station managers in the recruiting and use of local live talent. A representative cross-section† of the managers of commercial AM stations was polled in May and asked to indicate: (1) what general problems they encountered in the use of local live talent; (2) what types of local live talent they had used within the past year; (3) how this talent was recruited.

The results of the survey follow:

General Talent Problems

"Some of the general problems in station use of local live talent are listed in Table I. In your own operation are you faced with any of these problems?"

More than half of the managers indicated that local live talent is unavailable (see Table I). Although the poll did not attempt to evaluate the quality of the available talent, many managers qualified their answers by adding: "Good" talent is not available locally. Approximately half of the managers emphasized sponsor resistance to local live talent programs as one of their major difficulties. One-third of the station managers surveyed complained of the high cost of local shows!

About a quarter of the managers lacked the necessary supervisory personnel to develop talent. The same number pointed to poor audience reaction to these programs. Only one respondent in six considered union difficulties to be a major problem, while only one station manager in twenty reported that time was not available.

Although this was not a "write-in" type of question, many managers did add their own comments. Those mentioned most frequently were: (a) Competition from networks, (b) rise in popularity of record shows. As one manager put it: "A sponsor won't put money into local talent, when he can get Sinatra or Crosby at no extra cost."

Talent for Commercials

"Please indicate the type of local live talent (other than staff announcers) your station has used within the last year (For commercial shows)."

More than half of the managers reported using sportscasters for commercial programs (see Table II); 46% reported the use of hillbilly singers. Approximately one-third of the panel reported using disc jockeys, popular music vocalists, hillbilly bands, news commentators, and home economists for commercial programs during the past year. Less than 10% of the managers reported that they had classical singers or orchestras. Only one station out of every twenty polled reported using local comedians for commercial programs.

Talent for Sustainers

"Please indicate the type of local live talent (other than staff an-

(Continued on page 93)

TABLE I

"Some of the general problems in station use of local live talent are listed below. In your own operation are you faced with any of these problems?"

	% of Total Respondents
Talent is not available	52%*
Sponsors refuse to buy	48
Too expensive	34
Lack of station supervisory personnel to develop talent	24
Poor audience reaction	23
Union difficulties	16
Time is not available	5
None	6
No answer	7
Other	5

* Percentages add to more than 100% because most respondents indicated more than one talent problem.

TABLE II

"Please indicate the type of local live talent (other than staff announcers) your station has used within the last year."

For Commercial Programs

Sportscasters	54%*
Hillbilly singers	46
Disc jockeys	39
Popular music vocalists	39
Hillbilly bands	35
News commentators	32
Home economists	32
Popular music bands	28
Semi-classical singers	21
Dramatic	19
Semi-classical orchestras	11
Serious music singers	10
Serious music orchestras	5
Comedians	5
Other	13

* Percentages add to more than 100% because most respondents indicated that they used more than one type of local live talent within the past year.

TABLE III

"Please indicate the type of local live talent (other than staff announcers) your station has used within the last year."

For Sustaining Programs

Popular music vocalists	61%*
Hillbilly singers	50
Popular music bands	47
Semi-classical singers	43
Hillbilly bands	42
Sportscasters	34
Disc jockeys	32
Dramatic	32
News commentators	28
Home economists	28
Serious music singers	23
Semi-classical orchestras	20
Serious music orchestras	11
Comedians	3
Other	13

* Percentages add to more than 100% because most respondents indicated that they used more than one type of local live talent within the past year.

TABLE IV

"How do you recruit your local live talent?"

Audition whenever necessary	71%*
Contact with schools (dramatic, vocal, etc.)	59
Program personnel maintain regular talent search	40
Contact with theatres (little theatre groups, etc.)	31
Ask that recording be sent in	24
Have regular audition schedule	22
Contact with other places of entertainment	21
Contact with booking agencies	4
Exchange of talent between local stations	1
None	1

* Percentages add to more than 100% because most respondents indicated more than one method of recruiting local live talent.

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† A sample of all U. S. commercial AM stations in operation Sept. 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate, and geographical area.

Tests of Stratovision to Resume

B-29 Aloft for Checkup As New Equipment Is Prepared

By J. FRANK BEATTY

FIRST flight tests of the B-29 bomber to be used in the second phase of stratovision development research have been conducted by Westinghouse Electric Corp. and the Glenn L. Martin Co.

Westinghouse is proceeding "full speed ahead and loaded with optimism" in its work on stratovision—projected method of covering the nation with complete AM, FM and television relay service from a flotilla of high-flying airplanes. When complete equipment has been installed in the B-29 the company will resume flight tests, probably in late autumn unless unexpected engineering hurdles interfere.

Recent announcement of coaxial cable television rates, described last week by witnesses at the FCC's television network hearing as unexpectedly high and a threat to video networks, will not affect the stratovision experiments. Westinghouse officials explain they are still engaged in basic engineering research and will not attempt to work out economic details until tests prove beyond doubt their theory that 14 planes flying at 30,000 feet will be able to provide 78% of the population with several television and several FM programs, besides feeding communications channels.

The engineering work is moving along as fast as possible under direction of Walter Evans, Westinghouse vice president in charge of radio and an engineer of long experience. The plan was conceived by Charles E. Nobles, young engineer who is in active charge of the experimental phases.

Flight Testing

Flight testing of the B-29 plane to be used in the next phase of stratovision development was designed to study noise characteristics of the craft, according to John A. Holman, business director of stratovision. Mr. Holman headquarters at the Westinghouse Baltimore plant.

In Phase I of the tests, conducted last year [BROADCASTING, Feb. 24], the small Lockheed bomber's equipment provided interference with reception and transmission. The plane was unable to fly over 20,000 feet but despite this handicap Mr. Nobles was able to prove that a plane can pick up signals from distant sources and rebroadcast them in receivable strength on the 100 and 500 mc bands to points 250 miles away.

Equipment to be used in Phase II tests is now being manufactured. Transmitters, receivers and generators have been specially designed to do the particular job and to fit the "package" — pressurized bomb bay of the B-29.

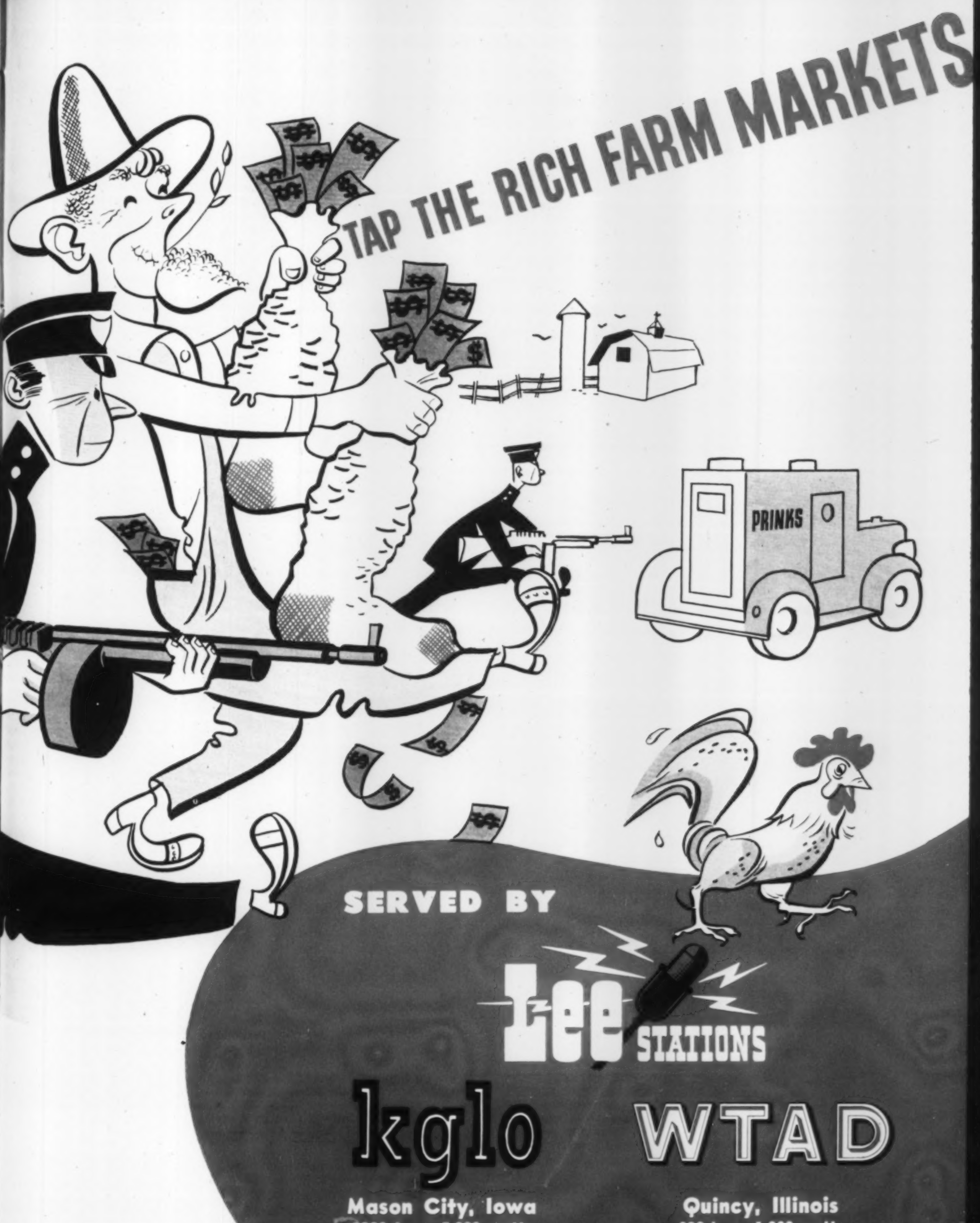
In this phase Westinghouse hopes to show that steady rebroadcasts of good quality can be provided over an area over 400 miles in diameter.

Then to top it off, the company plans to rebroadcast television programs of receivable quality in both sight and sound.

Though much of the initial planning and engineering for the next phase has been completed, Westinghouse engineers expect to pay the usual penalties of the pioneer during the laborious process of testing and installing new equipment in the plane.

Many of the handicaps encountered in the first phase will not be faced in future experiments. The bomber will fly at the 30,000-foot stratovision level in rugged weather. In Phase I the small bomber

(Continued on page 94)



TAP THE RICH FARM MARKETS

SERVED BY

Lee STATIONS

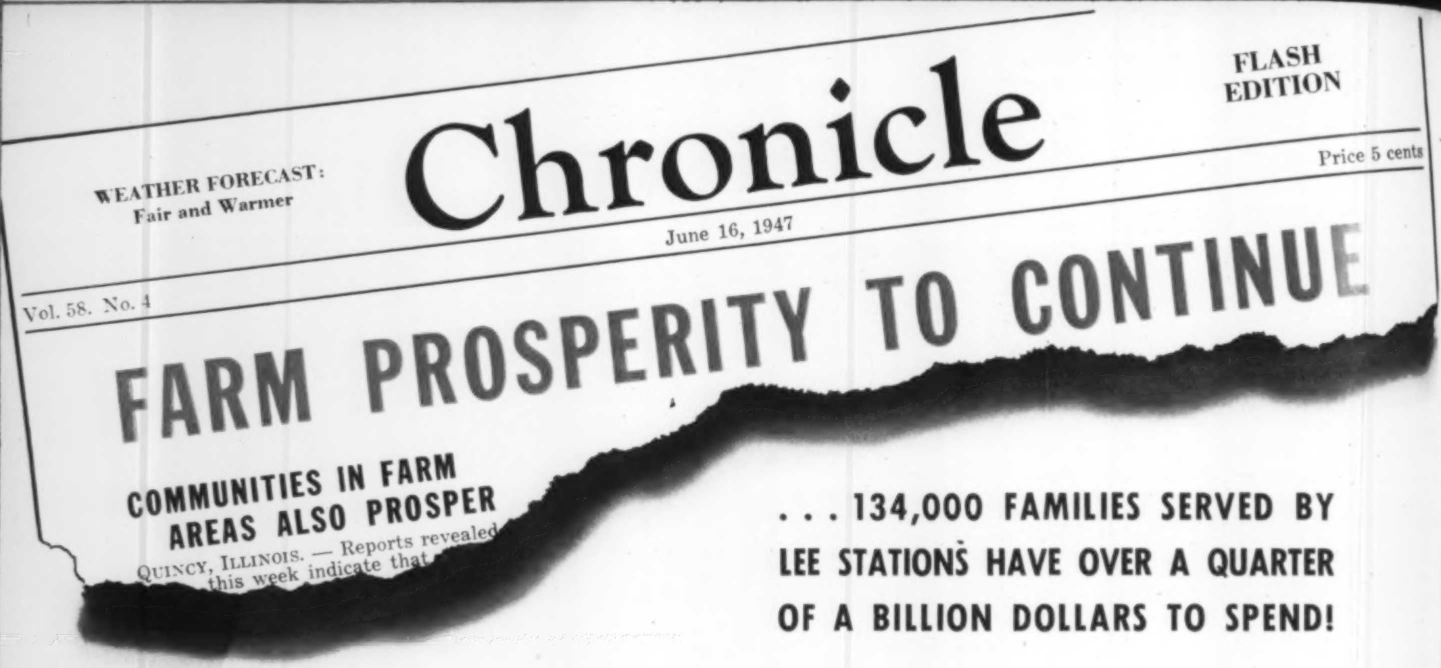
kglo

Mason City, Iowa
1300 k. c., 5,000 watts

WTAD

Quincy, Illinois
930 k. c., 1,000 watts

FOR "WHY" AND "HOW" . . SEE OTHER SIDE . .



FLASH EDITION

WEATHER FORECAST: Fair and Warmer

Chronicle

Price 5 cents

June 16, 1947

Vol. 58. No. 4

FARM PROSPERITY TO CONTINUE

COMMUNITIES IN FARM AREAS ALSO PROSPER

QUINCY, ILLINOIS. — Reports revealed this week indicate that

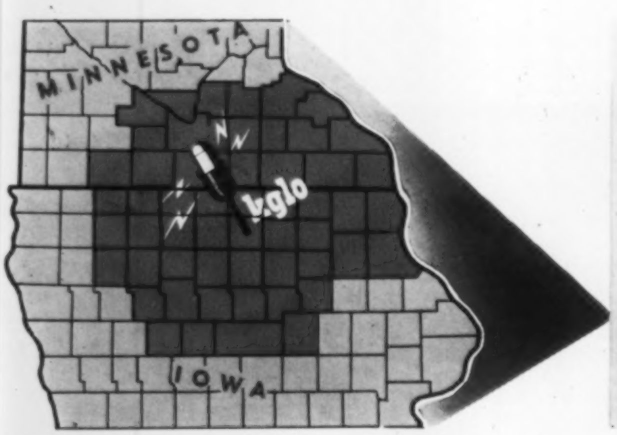
. . . 134,000 FAMILIES SERVED BY LEE STATIONS HAVE OVER A QUARTER OF A BILLION DOLLARS TO SPEND!

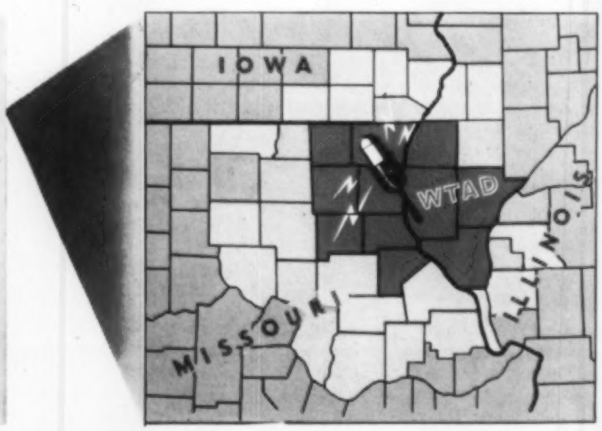
Yes, sir, they're making hay while the sun shines down on the farm . . . for American farmers are feeding the world! And right in the heart of the Corn Belt — America's richest farming district — are Stations KGLO and WTAD, delivering two of the nation's richest farm markets.

And no, sir, you don't have to listen in on the telephone to know farmers in the Lee Station Area are going to town buying more than ever before . . . equipping their farms with new machinery, their homes with the latest improvements, buying everything from work clothes to fence posts, animal feeds to barn paint.

Hour by hour, Lee Stations beam the programs farmers want to hear . . . news of the world . . . vital weather reports . . . stock markets . . . and entertainment designed by rural preference. With an established, faithful audience Lee Stations are reminding farmers *where* to buy what they *want*. Harvest *your* crop of profits with

Dominant Stations in these Markets





kglo **MASON CITY, IOWA** 1300 K.C., 5000 WATTS CBS AFFILIATE

COVERAGE — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

WTAD **QUINCY, ILLINOIS** 930 K.C. 1,000 WATTS CBS AFFILIATE

COVERAGE — 34 Mississippi Valley counties in Illinois, Missouri, and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa—core of productive Illinois-Missouri-Iowa agricultural region.

F. C. EIGHMEY, General Manager

GET FREE COPY . *New* MARKET ANALYSIS OF LEE STATIONS . .

This new market analysis is available in limited quantities. Send your request to Walter J. Rothschild, National Sales Manager, WTAD, Quincy, Illinois or Call WEED & COMPANY in *New York, Chicago, Detroit, Boston, Atlanta, Hollywood, San Francisco.*

Industry Divided on Acceptance of BMB

Approval in N. Y.; Chicago, West Less Certain

QUERIED by BROADCASTING on their feelings about BMB, broadcasters and advertising agencies in New York, Chicago and the West Coast expressed varied reactions. In New York there was general approval. Chicago agencies which have received their BMB area reports approved (with reservations) both the method and the results obtained. On the West Coast the reaction was mixed but generally favorable. Detailed account of the industry's appraisal of BMB appears in the accompanying columns.

New York

GENERAL approval of the BMB survey has been expressed by broadcasters and advertising agencies in New York.

Asked for their impressions of the effectiveness of BMB data as a selling agent for radio, most industry representatives agreed that they had found the survey useful.

Comments follow:

Hugh M. Beville Jr., NBC director of research: "The first industry-sponsored measurement of all radio stations and networks on a uniform basis is unquestionably a major advance in radio research. The first BMB study and the usefulness of the data which has been received fully measures up to our expectations, not only so far as individual station data is concerned, but likewise in respect to network figures. We anticipate that the second BMB nationwide survey will prove to be of even more importance to the industry and greater usefulness to advertisers and agencies, since we hope and anticipate that it will embody improvements which will provide additional measurement either of frequency or volume of listening."

George Durham, director of media, Dancer-Fitzgerald-Sample: "The BMB survey is useful. It puts coverage on a uniform basis. Now you can compare stations from a central source of information and, although it may not be entirely accurate, it at least puts stations in similar areas on a relative basis."

John Hymes, radio business manager, Biow Co.: "The survey is very helpful because it is a standard measurement. Whether a method is right or wrong, a standard method of measurement is a step in the right direction. I've seen about 50 or 60 standard station maps and they are clear and good."

Beth Black, timebuyer, Katz Advertising: "I find the BMB survey useful. I believe in BMB."

Tom McDermott, radio business manager, N. W. Ayer & Son, New York: "We find the BMB survey extremely useful because for the first time a straight comparative basis is available. We discovered, however, that it cannot be used as an inflexible formula. For we feel that it doesn't measure the audience that an independent station can acquire in broadcasting high spot sporting features such as baseball and football. We sincerely hope though that the industry will continue using the survey."

Lillian Selb, timebuyer, Foote, Cone & Belding: "I believe in it. I do think it has definite possibilities. The universal measurement is desirable. It is extremely useful because of the way the book is set up with the detail breakdown which is not available anywhere else."

Helen Hartwig, timebuyer, Ruthrauff & Ryan: "We use it quite frequently. I like it very much. I think it clearly explains how well a station's coverage is received in the counties."

'Excellent'

Reggie Schuebel, timebuyer, Duane Jones Co.: "Excellent. And we use it constantly. I still feel that it is the only uniform yardstick. It's the best thing that has happened to all of us."

Elmo C. Wilson, director of research, CBS: "Our seven years of experience with the measurement technique employed by BMB makes us confident that the industry will find the new audience figures extremely useful. Agencies, advertisers and stations now have for the first time meaningful radio circulation data on a common sense base."

Charles Stark, vice-president and general manager, WMCA New York, "BMB points the way to an authoritative measurement of radio audience circulation. As a continuing study this survey should give the industry a single yardstick of radio listenership."

Henry Clochessy, timebuyer, Compton Adv. Inc: "BMB is a wonderful idea. We'll back it right up to the hilt."

Chicago

While many Chicago advertising agencies have yet to receive their BMB area reports, those who have received them approve (with reservations) both the method and the results obtained.

Chief among their objections are BMB's limitation on listening—once a week or more—and failure to indicate whether listening was based on daytime or evening programs.

However, all agreed that BMB was "at least" a start in the right direction and that the study should be continued in 1948.

Those interviewed by the Chicago office of BROADCASTING had these things to say about the reports:

Margaret Wiley, timebuyer, J. Walter Thompson Co.: "I found the BMB reports very interesting, especially those which concerned the smaller stations where no Hooper ratings are available. As a matter of fact, we have been doing some research and are just completing a report on a group of stations in smaller markets having no particular affiliations. Up until now we have had no area picture of measuring listener habits. The lowest county coverage we would use would depend on the county itself. That is, in a county where, say, 80 or 90% listen to a particular station, we would not go below 40%. Of course, where the percentage is about 50%, then that would be a different story.

"Doubtless the 'once-a-week' basis now being used is just a good start and not the final answer. It doesn't differentiate between daytime and evening shows, many of which are aired only once a week. Something like a 'three-a-week' basis would be better for that reason—it would include the daytime show to better advantage."

'Handy for Reference'

William L. Weddell, radio director, Leo Burnett Co. Inc.: "I think the BMB reports are very handy for reference and statistical purposes. They are definitely a step in the right direction. We seldom use them ourselves, being familiar with most of the stations we buy time on. I think they are of more value for spot announcement campaigns rather than network shows.

(*Continued on page 80*)

Mutual Will Continue BMB Support

MBS President Asserts Faith in Industry Organization

By EDGAR KOBAK

PRESIDENT OF MUTUAL BROADCASTING SYSTEM

WITH ALL the latest discussion about the date of the next BMB survey, I think it is high time we all made a distinction in our minds between the BMB as an organization and any particular "BMB survey" as a function of that organization.

Regardless of when the next nationwide survey is to be made, it seems to us self-evident that the BMB as an organization must be continued and supported by all concerned. This means that all radio stations and networks should do everything in their power to help the BMB to meet the needs of the industry. At the same time all advertising agencies and radio advertisers should give the BMB staff and committees the benefit of their thinking and their guidance.

There is evidently quite a difference of opinion as to whether any kind of survey, sponsored by BMB, should be made on an annual basis, every two years, or every three years. I am not prepared to make any statement as to what the eventual frequency should be, but broadcasting is a fast-moving business. The 1946 survey is largely out of date because of the tremendously large volume of changes and improvements which have not only been authorized by the FCC, but which are already so largely in effect since the first BMB job was done.

Mutual Coverage

The Mutual Broadcasting System has added 127 stations since the BMB 1946 survey was made. More new ones are on the way. Those Mutual stations which were measured by BMB can, of course, make good use of their figures, but the network as a whole is only about two-thirds covered by the 1946 report.

"BMB as an organization must be continued and supported" by stations, networks, agencies and advertisers for the good of the industry, says Edgar Kobak, Mutual president, in the accompanying article. Although results may not be immediate, he forecasts, the support must be based on the hopes for BMB's future, held high by Mr. Kobak and his network.

Therefore, it will be clear to everybody, I think, that the support which Mutual gives to BMB at the present time must be based on our hopes for BMB's future, rather than on the usability to us, as a network, of what has already been done. Since no BMB figures on our 127 plus new stations will be available for several years, we must provide other coverage figures for these stations. We must meet the demands of our advertisers and agencies for up-to-date information, and BMB is not at present in a position to supply it.

Perhaps out of our necessity, and our answer to it, will come something of value to the whole industry. In order to obtain the necessary guidance for the great building-up of our network which has occurred in the last year or two, we turned to a greatly improved engineering formula.

We needed evidence of where listeners were receiving Mutual programs satisfactorily, and this could not be obtained by the old-

(*Continued on page 81*)

25th ANNIVERSARY

FIRST BROADCAST—JUNE 8th, 1922
SETS IN USE—BALTIMORE: 2,560

Boscul Tea
Boscul
FREE STATE STORES
LET'S SPIN IT
WFBR
MY TRUE STORY
THE NEW HALF-HOUR
DICK TRACY
SATURDAYS
WFBR

THE STATION LISTENERS BUILT WFBR

**WFBR TODAY—BALTIMORE
RADIO MARKET HOMES: 405,270**

Child Listeners Recall Product Names

'Lone Ranger' Most Popular, Kansas Survey Shows

EIGHTY-SEVEN percent of boys and 75.9% of girls correctly recall the product advertised on the *Lone Ranger* program (Cheerioats for General Mills), first-ranking favorite among children, according to an analysis of radio habits of students in the fourth to ninth grades published by the U. of Wichita.

The analysis shows children of this age group in Sedgwick County, Kansas, an industrialized area, are avid radio listeners. It is based on a questionnaire answered by 4,665 children March 9-15 under supervision of principals and teachers, and was submitted to the university committee on graduate studies by Phillip Joe Mohr, candidate for the degree of master of arts.

In analyzing commercial effectiveness of sponsored programs, the survey showed that children identified products advertised on popular programs more accurately than those advertised on unpopular programs, based on actual program listeners. Thus the *Lone Ranger*, most popular with children, had the highest rate of product remembrance while *Jimmie Allen*, ranked 41st, had a 17.9% recollection rating among boys and 8.5% among girls.

Boys recall more accurately than girls, and urban children seem less capable than village or farm children of identifying products.

Ability of the broadcast medium to impress the commercial message was put to one of the stiffest tests in research history when youngsters were asked to recall the product advertised on *Jack Armstrong* (Wheaties for General Mills), though the program had not been heard locally for 18 months.

Over 50% of boys in Sedgwick County who had heard the program before it left the air 18 months ago correctly named Wheaties. Over 25% of girls named Wheaties. Only 2% of boys named the wrong product with 47.5% answering "didn't know." Of the girls, 2.5% named the wrong product, and 71.8% answered "didn't know."

In the case of the *Dick Tracy* program, sustaining for four months at the time of the survey, 37.9% of boys and 26.4% of girls correctly identified the sponsor as Steffen's Dairy Foods.

Serials Preferred

In analyzing choice of programs, children's serials were preferred by 36.7% of boys and 19.8% of girls, followed by non-mystery dramas, crime and mystery dramas, comedians, quiz programs, popular music, variety, adult serials, miscellaneous music, serious music, talks, sportscasts, newscasts (local) and commentators (network).

Children's serials show a consistent decline in popularity as pupils advance from fourth to ninth grade. On the other hand, non-mystery dramas, crime and mystery dramas, and comedians show a reverse trend. Popular music also shows a significant rise as pupils advance through the grades.

Most popular programs are:

Lone Ranger, ABC	22.9%
Tom Mix, MBS	20.3
Lux Radio Theatre, CBS	15.3
Blondie, CBS	14.0
Red Skelton, NBC	11.2
Sky King, ABC	11.1
Fat Man, ABC	8.1
Captain Midnight, MBS	7.9
Fibber McGee & Molly, NBC	7.2
Inner Sanctum, CBS	6.6
Buck Rogers, MBS	6.3
Date With Judy, NBC	6.2
Dick Tracy, ABC	5.4
Bob Hope, NBC	5.1
Your Hit Parade, CBS	4.8
Adventures of Sam Spade, CBS	4.6
Fannie Brice, CBS	4.3
Truth or Consequences, NBC	4.2
Amos & Andy, NBC	3.9
Big Town, CBS	3.8

The survey notes that no local programs are found in the first 50 favorites.

Boys respond to a greater degree than girls to radio commercial offers, it was found, with village children reporting a higher percentage of response than urban or farm children. The older the listener, based on educational attainment, the less was the response to prize or gift offers. Forty-nine percent of boys and 33.7% of girls reported they had sent in required materials for gift or prize offers. The average boy wrote in 1½ times during a six-month period compared to 1 1/3 times for girls. Breakdown of response to offers was as follows:

Percentage writing to	Gift Seeking* Boys	Gift Seeking* Girls
Lone Ranger	57.7%	34.1%
Tom Mix	32.1	41.3
Captain Midnight	29.0	20.0
Sky King	15.4	11.3
Buck Rogers	4.8	2.6
Terry & Pirates	1.9	2.4
Jack Armstrong	1.3	0.8
Hap Harrigan	1.2	0.3
Adventurers Club	0.7	1.1
Dick Tracy	0.5	0.4
Ma Perkins	—	0.7
Front Page Farrell	—	0.7
Others	2.9	7.9
Forgot the Program	6.0	9.5

* Columns add to more than 100% because of multiple response. Percentages based on replies of 1,105 boys and 666 girls.

Types of offers were: Boxtops and money, 93.3% for boys, 76.3% for girls; boxtops only, 17.8% for boys, 26.3% for girls; labels only, 14.3% for boys, 11.0% for girls; labels and money, 10.8% for boys, 7.4% for girls; money only, 5.1% for boys, 4.1% for girls.

Listening Hours

Nearly half of the children were found to listen to at least one broadcast before going to school in the morning. Peak listening of village children occurs from 8-8:30 a.m. Farm children listened most between 6:30 and 8:30 a.m. Highest urban listening ranged between 7 and 8:30 a.m. Sharp decline in listening was noted after 8:30 a.m. as school hours approached.

In the evening 90.1% of urban boys and 90.4% of urban girls listen; 87.7% of village boys and 84.6% of village girls; 82.4% of farm boys and 80.6% of farm girls. Heaviest listening occurs from 4:30 to 9:30 p.m. More boys than girls listen during most half-hour periods. A drop occurs from 6-6:30 p.m., just as in the case of adults. Percentage of children listening on weekday evenings, based on educational attainment, are shown in Table I.

More than 64% of boys listen on Saturday, compared to 84.4% of girls, with 70.8% of boys listening on Sunday compared to 80.1% of girls. Five favorite Saturday programs, the study showed are *Let's Pretend*, CBS, 34.4%; *Your Hit Parade*, CBS, 13.9%; *Grand Central Station*, CBS, 13.1%; *Archie Andrews*, NBC, 11.1%; *Truth or Consequences*, NBC, 9.2%; *Gangbusters*, ABC, 7.6%; *Smilin' Ed McConnell*, NBC, 7.6%; *Adventures Club*, CBS, 7.4%; *Roy Rogers*, NBC, 6.5%; *Stars Over Hollywood*, CBS, 6.5%.

Favorite Sunday programs are *Blondie*, CBS, 47.6%; *Adventures of Sam Spade*, CBS, 12.2% *Crime Doctor*, CBS, 11.2%; *Gene Autry*, CBS, 10.5%; *Take It or Leave It*, CBS, 9.7%; Jack Benny, NBC, 8.7%; *House of Mystery*, MBS, 6.5%; *Adventures of Ozzie & Harriet*, CBS, 6.4%; *Charlie McCarthy*, NBC, 5.9%; *Counterspy*, ABC, 4.8%.

The report cites comic books and the theatre as competing with both the radio and the textbook for a child's attention outside of school.

TABLE I

Percentages of Children Listening to Radio on Weekday Evenings—By Sex and Place of Residence

(Percentages based on total number questioned in each classification from radio equipped homes)

	Percentage of Listeners					
	Urban		Village		Farm	
	Boys	Girls	Boys	Girls	Boys	Girls
Size of Sample	(1188)	(1153)	(505)	(488)	(581)	(485)
4-4:30 p.m.	18.7%	20.2%	26.0%	14.3%	16.3%	10.5%
4:30-5:00	43.5	34.7	48.7	30.9	34.1	27.0
5-5:30	47.8	38.1	52.5	39.1	39.6	35.7
5:30-6.00	49.7	41.2	52.5	40.8	40.8	35.5
6-6:30	34.8	38.6	34.3	27.7	22.2	32.2
6:30-7:00	51.5	47.6	47.9	33.6	38.6	35.5
7-7:30	49.2	47.6	42.8	40.6	35.6	40.4
7:30-8:00	47.5	52.9	35.8	38.5	34.3	43.5
8-8:30	51.4	52.4	37.6	38.1	37.0	43.9
8:30-9:00	52.4	52.4	38.4	36.5	35.5	41.4
9-9:30	41.2	38.0	27.7	24.2	24.4	24.5
9:30-10:00	30.4	26.3	21.4	17.6	12.6	14.2
10-10:30	9.8	4.8	7.7	4.5	5.3	7.4
10:30-11:00	2.4	1.7	3.0	1.8	1.7	2.1
11-11:30	1.5	0.7	2.4	0.8	1.2	1.0
11:30-12:00	1.7	0.6	1.6	0.6	0.9	0.4
After midnight	1.3	0.7	1.0	0.2	0.3	0.2

EVENINGS IN THEME

Seattle Station to Group Types of Programs

INAUGURATING a new type of program policy, KEVR Seattle (which will become KING on July 15), operating as an independent with 10 kw on 1090 kc, plans to devote entire evenings to programs of a different kind than those heard on networks on identical evenings.

Martin Deane Wickett, who has just taken over as KEVR program director [BROADCASTING, June 9], announces that the station will not follow the practice of stripping, as many stations do, but instead will present programs following the same mood 7-11 p.m. Tuesday evening, for example, will be devoted to serious music and Saturday evening to dance music. Station's plans also call for programming mystery, semi-classical music, drama, and Scandinavian music (one-fourth of area's residents are of Scandinavian descent) on other evenings to complement existing network shows.

The daytime program structure (10 a.m.-5 p.m.), Mr. Wickett announced, will be light popular music, while the period from 5 to 7 p.m. will be devoted to news analysis, politics and question-and-answer programs.

NEW KTBB PLANS JULY START AT TYLER, TEX.

A MID-JULY debut is planned for KTBB, new 500-w daytime station on 600 kc at Tyler, Tex. it was announced last week by Sam H. Bothwell, director of KTBB and former city manager of Fort Worth.

Named as general manager of new station was M. E. Danbom, former part owner and manager of KGKB Tyler. Mr. Danbom has been active in broadcasting since 1932, except for 3½ years spent in the Army's Signal Corps, in which he served as a captain with the Plant Engineering Agency in Philadelphia.

KTBB is owned by Blackstone Broadcasting Co., whose officers and principal stockholders are also principal owners of Tyler's two daily newspapers. Studios will be in the lobby of the Blackstone Hotel, and Western Electric equipment will be used throughout.

Night and Day... Day and Night WDAF's the Buy in Kansas City!

BMB AUDIENCE FIGURES on following pages sensationally reaffirm WDAF's long-time dominance of the potent Kansas City market. First in listeners—first in programming—first in prestige—first in rate economy through low cost per listener!

WDAF

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

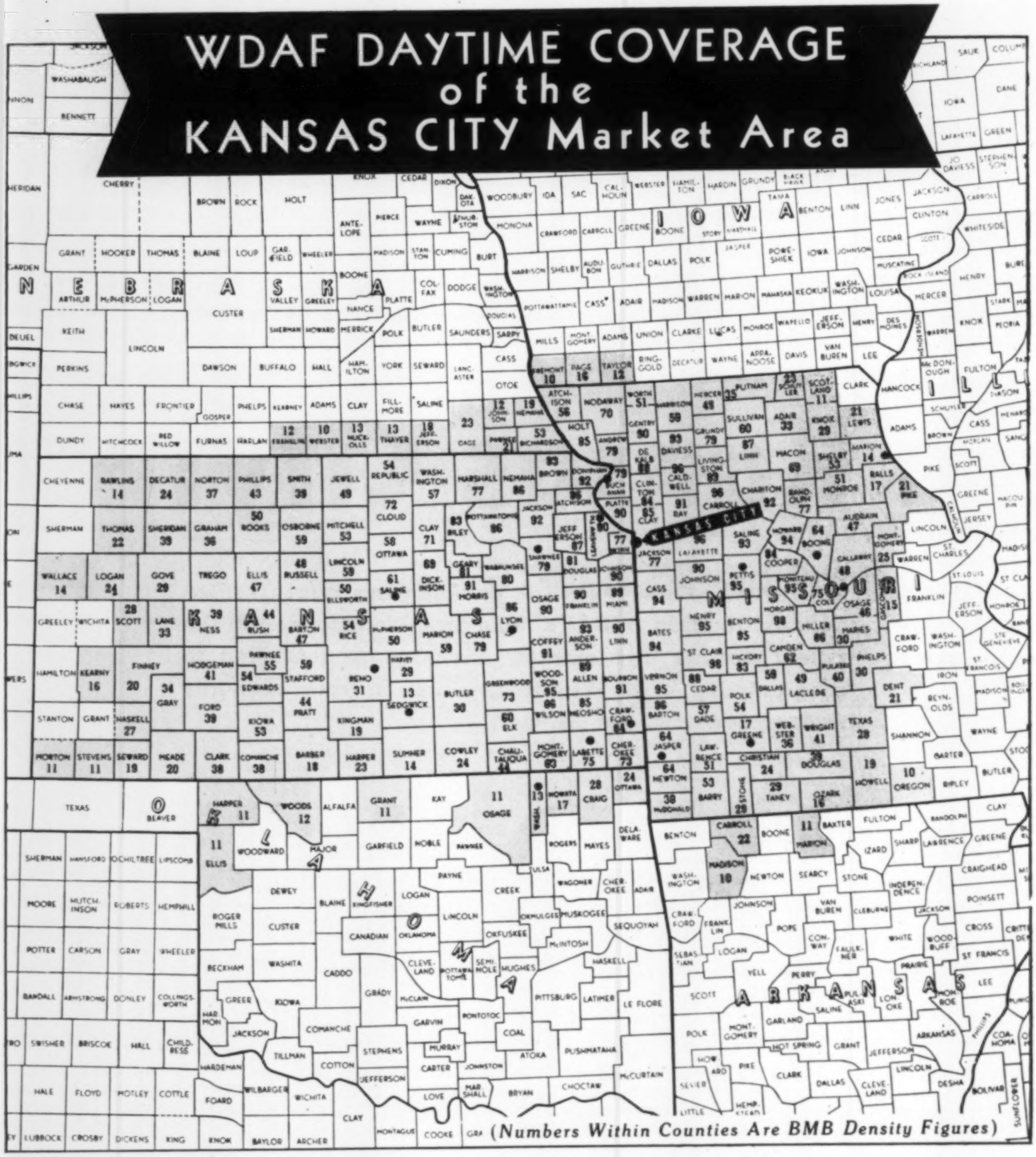
KANSAS CITY

5000 Watts – Full Time – 610 Kilocycles – Basic N.B.C.

NATIONAL REPRESENTATIVE EDWARD PETRY & CO.

TURN HERE →
for the sweetest radio story ever told!

WDAF DAYTIME COVERAGE of the KANSAS CITY Market Area


NEBRASKA
IOWA
KANSAS
MISSOURI
OKLAHOMA
ARKANSAS
ILL
KANSAS CITY

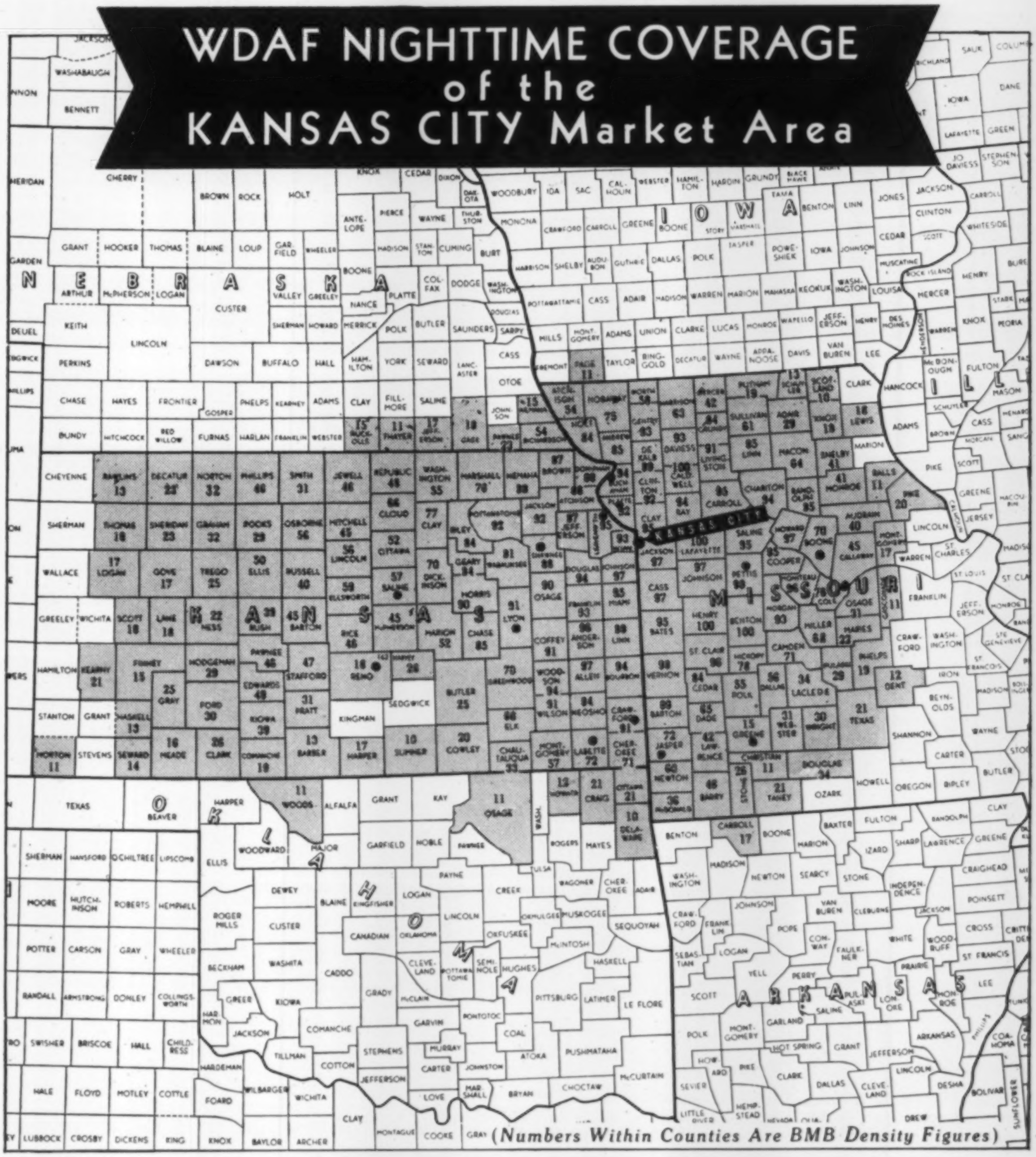
(Numbers Within Counties Are BMB Density Figures)

● DAY BMB PER CENT PENETRATION

	90 to 100%	80 to 100%	70 to 100%	60 to 100%	50 to 100%	40 to 100%	30 to 100%	20 to 100%	10 to 100%
Counties	31	58	74	84	110	127	146	172	209
Radio Families	114,440	216,860	447,380	497,570	539,200	563,430	583,990	602,930	629,310

629,310 Radio Families – 209 Counties – 4,847,140 Population

WDAF NIGHTTIME COVERAGE of the KANSAS CITY Market Area


NEBRASKA
IOWA
KANSAS
MISSOURI
OKLAHOMA
ARKANSAS
ILL
KANSAS CITY

(Numbers Within Counties Are BMB Density Figures)

● NIGHT BMB PER CENT PENETRATION

	90 to 100%	80 to 100%	70 to 100%	60 to 100%	50 to 100%	40 to 100%	30 to 100%	20 to 100%	10 to 100%
Counties	43	64	76	84	98	116	130	152	191
Radio Families	384,000	464,770	522,440	540,940	572,430	601,670	613,610	629,560	649,650

649,650 Radio Families – 191 Counties – 4,347,080 Population

BMB Audience Reprints Available on Request

THE SWEETEST PART OF THE STORY! ⟶

W D A F Broadcasting Rates

CLASS A TIME—6 P. M. TO 10:30 P. M.

	1 Time	13 Times	26 Times	52 Times	104 Times	312 Times
HALF HOUR	$266.00	$226.00	$200.00	$173.00	$147.00	$133.00
QUARTER HOUR	147.00	125.00	110.00	95.00	81.00	73.00
ONE MINUTE	132.00	112.00	99.00	85.00	72.00	66.00
30 WORDS	60.00	51.00	45.00	39.00	33.00	30.00

CLASS B TIME—12 NOON TO 1 P. M.—5 P. M. TO 6 P. M.—SUNDAY NOON TO 6 P. M.

	1 Time	13 Times	26 Times	52 Times	104 Times	312 Times
HALF HOUR	$178.00	$151.00	$133.00	$116.00	$ 98.00	$ 89.00
QUARTER HOUR	98.00	83.00	73.00	64.00	54.00	49.00
ONE MINUTE	87.00	75.00	66.00	57.00	48.00	44.00
30 WORDS	39.00	33.00	30.00	25.00	21.00	20.00

CLASS C TIME—6 A. M. TO 12 NOON—1 P. M. TO 5 P. M. WEEKDAYS—10:30 P. M. TO 12 M.

	1 Time	13 Times	26 Times	52 Times	104 Times	312 Times
HALF HOUR	$133.00	$113.00	$100.00	$ 87.00	$ 74.00	$ 67.00
QUARTER HOUR	73.00	63.00	55.00	48.00	41.00	37.00
ONE MINUTE	66.00	56.00	49.00	42.00	36.00	33.00
30 WORDS	30.00	25.00	22.00	19.00	16.00	15.00

Floating Position (Time Not Guaranteed), Allowed on Class C Announcements Only, Earns 25 Percent Discount on Above Rates.

WDAF Kansas City

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

- FULL TIME
- 610 KILOCYCLES

NATIONAL REPRESENTATIVE **EDWARD PETRY & CO.**

Loomis to Actively Head Lee Stations

Stations Management and Policies Will Remain The Same

LEE P. LOOMIS, president of Lee Stations, has assumed active management of KGLO Mason City, Iowa and WTAD Quincy, Ill., following the recent death of the stations' late general manager, F. C. Eighmey [BROADCASTING, May 5].

Mr. Loomis

Management and policies of the station will remain the same, according to Mr. Loomis, with Walter J. Rothschild continuing in charge of national sales with offices at Quincy. Leo W. Born, technical director, and H. B. Hook, public relations director, will also continue in the same capacities.

The individual stations will continue to be run as before with H. R. Ohrt managing KGLO, and George Arnold Jr., assistant to the president, and William T. Burghart, local sales manager, handling things at WTAD.

Plans are progressing rapidly for FM operations at both places, according to Mr. Loomis.

RADIO CONTRIBUTIONS TO EDISON FUND URGED

LETTERS and booklets urging members of the radio industry to contribute towards the $2,590,000 goal of the Thomas Alva Edison Foundation were sent out last week by Edgar Kobak, president of MBS and chairman of the broadcasting division of the drive.

Pointing out that few industries have a greater debt to Mr. Edison than radio, Mr. Kobak urges each broadcaster to make his contribution "commensurate with the legacy left us by Mr. Edison."

The purpose of the fund, says the letter, should appeal "to all individuals and organizations interested in the development of research and the stimulation of education." Radio's share of the total is $125,000.

New Hilo Outlet Will Be Fourth in Aloha Network

ALOHA NETWORK, new Hawaiian chain, will expand to four stations when a new outlet to be operated in Hilo by Big Island Broadcasting Co. [BROADCASTING, May 26] goes on the air.

KHON Honolulu, recently granted increase from 250 w to 5 kw fulltime, is the network's key station. Present hook-up also includes KMVI on the island of Maui and KTOH on the island of Kauai. The islands are roughly 100 miles apart.

Aloha Network is affiliated with the Mutual and Don Lee networks.

CONTRACT for Sunday air time on WBT Charlotte, N. C., totalling one and a quarter hours and running for 52 weeks is received by Charles Crutchfield, (third from l), WBT general manager, from Tom Shelton, (seated), president, Ed Mellon Co. (men's, women's and boys' clothing). The Mellon programs, launched June 1, include *Fun With the Funnies* at 8:30 a. m., a quarter hour planned especially for men at 9:30 a. m., family luncheon music 12:30-1 p. m. and late afternoon musical featuring Carmen Cavellero and his orchestra at 4:45. L to r (standing): M. I. Moffat, Mellon advertising manager; Keith S. Byerly, WBT Carolinas sales manager; Mr. Crutchfield; George Stanback, general manager and buyer for Mellon's; James A. Turner, Mellon vice president; Larry Walker, WBT program director.

Intense Promotional Tie-ins Aided Joske's Radio Impact

TWO-PLY department store campaign based on consistency and intensity, developed during the radio retailing clinic conducted by Joske's of Texas, was responsible for much of the success attained by the San Antonio store in achieving sales records and demonstrating the sales power of broadcasting.

Techniques used by the store, largest in the Southwest, are reviewed in a promotion report soon to be published by the NAB Dept. of Broadcast Advertising. The report comprises Chapter V of the complete Joske's report.

Fivefold Benefits

Integrated promotion produced direct results, the chapter indicates. The methods used pioneered new ground in department store selling and merchandising, bringing fivefold benefits listed by NAB as follows:

The area of advertising influence was widened.

A stronger impact was delivered on the total customer potential.

The effectiveness of all media advertising was heightened.

Store traffic and volume of business increased.

The ratio of advertising costs to sales was lowered.

A daily schedule emphasizing program data, plus time and station information, in all visual publicity planned inside and outside the store, was followed by the store's radio director working with the advertising and promotion manager.

Joske's promoted its broadcast programs in San Antonio newspapers through especially written and scheduled display advertising designed to increase the appeal that radio made for specific merchandising. San Antonio radio stations contributed bonus promotion by devoting a substantial amount of their own newspaper advertising to the Joske programs.

The displays included attractive layouts, illustrations, pictures, informational tune-in reminders and other features. All were carefully timed in relation to the broadcast hour and the buying habits of customers. The programs carried reciprocal tie-ins which reminded listeners to check local paper advertising for prices and illustrations on air-advertised items which were also featured in the displays.

News stories were distributed by Joske's including feature articles, program news and pictorial coverage of national known individuals who visited the store.

Some of the Joske's radio-program advertising was directed to the foreign language press. Other media included local publications such as high school papers and trade papers.

House organs helped keep employes familiar with radio campaigns. These included *The Joske Jabberwocky* and a temporary *Today at Joske's* published during a brief newspaper strike. Program logs in newspapers, mailing lists, envelope inserts, monthly statements, wrapping supplies, merchandise tags were used in the coordinated promotion campaign.

Window displays, signs, posters, standards, marquee announcements, truck dashes, car cards, taxi panels and other eye-stoppers and traffic directors acted as silent salesmen in the radio promotion in addition to their information and reminder functions.

Interior exhibits were arranged in the store; remote broadcasts were picked up from store windows; goodwill and friendly public relations were energized and established by personalities on specific radio programs. Public address systems, movie trailers and other promotion avenues are recommended for use by retailers as a result of lessons learned in the Joske's study.

Special programs were developed to attract and hold the teen-age market, with intensive promotion adding to their impact.

The new chapter on the Joske's clinic results includes many types of promotional techniques used by department stores all over the nation.

SO. BEND LINK READY IN JULY, WBKB SAYS

CAPT. WILLIAM EDDY, director of WBKB, Chicago television station, has predicted that construction of station's relay link to Michigan City and South Bend, Ind., making possible televising of Notre Dame football games this fall, [BROADCASTING May 19] probably will be completed next month.

Capt. Eddy disclosed that new 1850-mc equipment arrived last week and is being installed in the 125-ft. experimental tower at Michigan City to record reception phenomena. The new triple tower is nearing completion.

Reinald Werrenrath Jr., station special events director, has been conferring with civic committees from South Bend and Michigan City to plan a special program commemorating first use of link.

Building of TV Station Is Commenced by WBAL

WORK WAS BEGUN last week on WBAL Baltimore's new television transmitter building, and the station anticipates it will be broadcasting experimental programs in October.

Situated 385 feet above sea level in the northwest section of Baltimore, the building's 400-foot tower will provide what the station terms "an ideal antenna height for transmitting television programs to Baltimore and its environs."

The station plans two months of experimentation before actual broadcasts are originated from the television studios located at WBAL's new headquaters at 2610 N. Charles St. and scheduled for completion about August 1.

KWBW-FM Makes Debut

KWBW-FM, Hutchinson, Kan. made its formal debut June 15, broadcasting from 3 to 9 p. m. daily on 95.7 mc. Owned and operated by William Wyse who also owns KWBW, 250-w, NBC affiliate, KWBW-FM is the first FM station in Central Kansas to operate commercially.

Puzzled Engineer

PAUL USSERY, chief engineer, WAPX Montgomery, Ala., was more than a little surprised when he saw an escaped convict come dashing out of the nearby woods and head toward the station's transmitter building. Then, to add to his amazement—and relief—bloodhounds and a posse followed close on the heels of the convict and captured him virtually at the engineer's feet. A few moments later Mr. Ussery called the WAPX news room and all the details were put on the air. WAPX reports that Kilby Prison Warden Tennyson Dennis called the station later to commend it for promptness and accuracy in handling the story.

OPEN HOUSE party celebrating the opening of KBYE, Oklahoma City's new 1-kw independent outlet on 890 kc, found this trio in a happy mood. L to r: James M. Collins, general manager of station; Miss Flora Luper, office manager; Galen O. Gilbert, commercial manager.

Jamaica Appearance of Video Caravan Called Huge Success

THE FIVE-DAY STAND of the RCA-Allied Stores Television Caravan at Jamaica, Long Island, June 3-7 was hailed last week as an outstanding success. An estimated 50,000 persons crowded the Gertz Department Store to watch the demonstrations, which brought an "inordinate increase" in the demand for RCA video sets, according to Harold Merahan, Gertz advertising and sales promotion director.

The Jamaica appearance was the third scheduled stop in a list of 22 on the caravan's itinerary and the only one in the New York metropolitan area. Officials of both RCA and the Allied Stores said the response at Jamacia was even more gratifying than the receptions at Reading and Easton, Pa., which at the time were considered highly satisfactory.

In the Gertz demonstrations video shows were piped by direct wire from specially-built studios on the fourth floor of the department store to strategically dispersed "telestations" in the store windows, the radio and television department and elsewhere. Products of 11 national advertisers were demonstrated, including: Westinghouse, U. S. Rubber, Sherwin-Williams, Presto cookers, *Pic* magazine, Koroseal, *House Beautiful*, Hoover vacuum cleaners, Hickok belts; *Charm* magazine and BVD underwear.

The set demonstrated was the new RCA Victor 641TV model, which combines video with FM, AM, shortwave and Victrola phonograph. Ten shows were presented during the week together with a daily audience participation program.

Newsmen Entertained

The evening of June 6 was devoted to a dinner and special showing of newsmen and manufacturers' representatives. This group was addressed by Earl Puckett, president of Allied Stores Corp., who declared: "Television will soon be one of the most powerful factors in the movement of merchandise in retailing . . . (it) . . . is the greatest opportunity and challenge confronting the promotion-minded retailer today."

This view was echoed by Max Gertz, vice president of the store, who said: ". . . Television is more than an advertising medium. It actually makes sales. Retailers who do not study this marvelous new medium and take advantage of what they learn may be at a competitive disadvantage within a few years or even months."

Following its appearance in Jamaica the Television Caravan moved to Boston, where demonstrations were given at Jordan-Marsh, New England's biggest department store, June 10-14 [BROADCASTING, June 9]. This week the caravan will be at Dey Bros. in Syracuse, N. Y., June 18-21.

Congress Broadcasts

THE QUESTION of whether or not sessions of Congress should be broadcast is discussed by Jack H. Pollack in the July *Pageant* which came out June 11. In his article, "Let's Put Congress on the Air," Mr. Pollack discloses that a personal survey of a representative cross section of 70 legislators brought the following response: In favor, 61%; opposed, 33%; undecided, 6%.

David Resigns

DR. HENRY DAVID, former BBC adviser on American affairs, and before that BBC research director in New York, has resigned. He is currently engaged in historical studies during a leave from Queens College, Flushing, L. I., where he is professor of history.

EVEN *GREATER* BUYING POWER

For An Already-Rich Market

1947 JULY 1947

Still another bumper wheat crop for Kansas . . . probably the second largest in history, predicts the U. S. Department of Agriculture.

At current prices, the WIBW audience would pocket an extra SIX HUNDRED MILLION DOLLARS. Yes, *extra* because they're already rich from year after year of high yields and fabulous prices.

The quickest, easiest way to SELL this eager-to-buy audience in Kansas and adjoining states is to use WIBW . . . by actual survey, the station most listened to by these ***First Families of Agriculture.****

* Kansas Radio Audience 1947

Serving the First Families of Agriculture

WIBW Topeka KANSAS WIBW-FM

CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.

WEED

gives

"SERVICE"

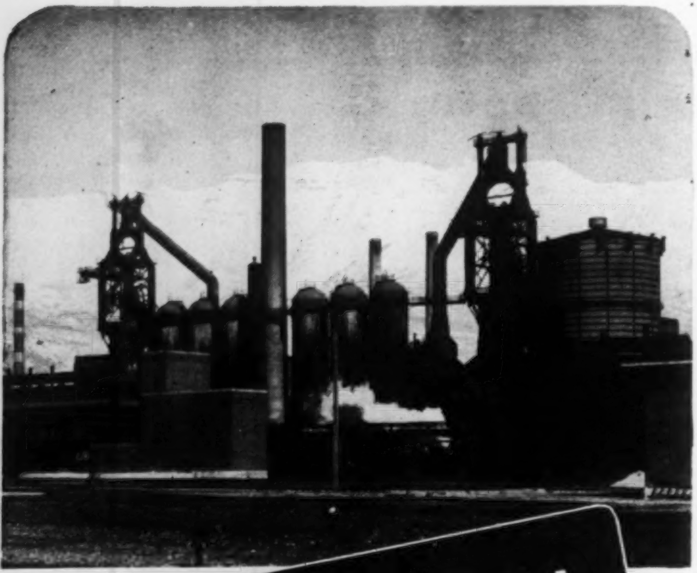
plus

"... thank you for the swell service and fine cooperation which you have extended me during the past year," writes R. A. Moss, of Campbell-Ewald's Media Department.

Plus service for the country's leading radio stations and advertising agencies has won for Weed and Company a reputation for remaining consistently "On Target."

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · ATLANTA · HOLLYWOOD



UTAH STEEL FOR THE GROWING WEST

Steel for the fast-growing industries of the far west is now *produced* in the west. The gigantic $200,000,000 Geneva Steel plant, forty miles from Salt Lake City, brings new importance and vitality to Utah as a producing and consuming market.

Steel, however, is just one of the basic resources that give Utah people a yearly buying income of $3,666 per family.

In planning your sales campaigns in this high-income market, remember *KDYL is the station most Utahns listen to most.*

UTAH'S CENTENNIAL KDYL's Silver Anniversary 1922–1947 1847–1947

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

JOHN BLAIR & CO., National Representative

WPEN Sold to Sun Ray Drug For $800,000 by 'Bulletin'

SALE OF WPEN Philadelphia by the Philadelphia *Bulletin* to Sun Ray Drug Co., Eastern Seaboard chain operating 150 stores, for $800,000 was announced last week. This opens the way for formal transfer to the *Bulletin* of the 50,000-w WCAU. Applications for the transfers will be filed simultaneously with the FCC on or before June 27.

Sun Ray Drug, headed by the three Sylk brothers, acquires in addition to the 5000-w WPEN the FM facilities authorized for WCAU. The *Bulletin* retains the FM facilities it has held with the call WPEN-FM, as well as the television construction permit of the William Penn Broadcasting Co. That procedure was devised to retain the *Bulletin* radio properties at the same location.

The *Bulletin* acquired WCAU, subject to customary FCC approval, in the transaction of last February whereby it purchased the publishing and radio interests of J. David Stern, which included the Camden newspapers and the Philadelphia *Record*, along with WCAU, The stripped price for WCAU, it is understood, is between $2,800,000 and $3,000,000 excluding a guaranteed cash account of $500,000. This net figure is almost identical with the price paid by Mr. Stern for WCAU the year before.

Present Management Continues

Management of WCAU will continue under the direction of Dr. Leon Levy, president and cofounder of the company. G. Bennett Larson, WPEN manager, is expected to remain with the *Bulletin* organization but in the immediate future probably will devote most of his energies to development of the newspaper's new television properties.

The $800,000 price for WPEN compares with the $620,000 the *Evening Bulletin* paid for it in May 1944. Since then, however, the *Bulletin* has spent considerable money in improvements.

It was no surprise that television rights did not go along with the purchase. WPEN had made a television application prior to the *Bulletin's* acquisition of WCAU but the application was transferred to WCAU.

In announcing the sale, the **Bulletin** said: **The Evening Bulletin** announced today that it has entered into a contract for the sale of the ownership of Station WPEN and WPEN-FM to the Sun Ray Drug Company of Philadelphia for a price of $800,000. The transaction was negotiated by Albert M. Greenfield & Co., representing the **Evening Bulletin.** The sale, of course, has been made subject to the approval of the Federal Communications Commission.

In announcing the sale of the station to the Sun Ray Drug Company, Richard W. Slocum, general manager of the *Bulletin*, stated:

> When the **Evening Bulletin** acquired the assets of the **Philadelphia Record** following suspension of the publication of the **Record,** it also acquired, subject to approval of the Federal Communications Commission, Station WCAU, the 50,000-watt Philadelphia outlet of the Columbia Broadcasting System and Philadelphia's leading radio station. Consequently, it was necesary for the **Bulletin** to divest itself of ownership of Station WPEN which it acquired several years ago.

Albert J. Sylk, executive vice president of the Sun Ray Drug Company, made the following statement in conjunction with the acquisition of the station by his company:

> We intend to follow the same policies established by **The Evening Bulletin** in the operation of Station WPEN. Since we have been radio advertisers for many years, we believe that we will bring a new slant and approach to the station. One thing is certain—we will devote many of our programs to the interests of public service. We intend to make WPEN a station that will make Philadelphia and all of its citizens conscious of the greatness of this great city. We feel quite certain with this policy the people of this city will appreciate our endeavor.

The Sun Ray Drug Company, of which Harry Sylk is president and William H. Sylk and Albert J. Sylk are executive vice presidents, operates 150 stores throughout the Eastern Seaboard.

Negotiations for the purchase were carried on for Sun Ray by Albert J. Sylk, and for the *Bulletin* by Mr. Slocum. It is known that the Sylks became interested in the station through Philip Klein, head of the advertising agency of that name, who has been associated with the Sylks in many community projects and who is an old friend.

Tours Station

After announcement of the sale, Albert J. Sylk made a tour of the station with Mr. Larson. It is expected Mr. Sylk will head the station, which will be set up as a subsidiary of the drug chain, with shareholders of Sun Ray becoming shareholders of the station.

Mr. Sylk, among his many activities, has been a past president of Golden Slipper Square Club, member of the board of Federation of Jewish Charities, vice-chairman of the Finance Council of National Jewish Welfare Board, and last October he was elected president of the National League of Masonic Clubs. His brother, William H., has been an associate chairman of the Allied Jewish Appeal, president of the Philadelphia Zionist Organization and a Republican candidate for Congress.

KTBC Transfer

KTBC Austin, Tex., 5 kw on 590 kc, last week filed application with FCC for assignment of license from Claudia T. Johnson, sole owner, to Texas Broadcasting Corp., owned 99.5% by Mrs. Johnson, president. No money is involved in the transaction. Other officers listed for the new firm are Paul Bolton, vice president, and Sam Plyler, secretary-treasurer.

$9.20 worth of Air Power

It's just a piece of paper... an airline ticket from New York to Boston. It entitles one passenger to time-saving, convenient flight between these two cities.

But it is something more...

It is $9.20 worth of air power. For it is sustaining its share of our nation's great air transport fleet, one of the strongest arms of national defense.

If the government had to establish and maintain at public expense the equivalent of this nation's air transport system, the tax bill would be enormous.

But the air travelers of the nation, in the good old U.S. way, are helping do the job themselves... and all the while getting value received for every dollar... in transportation unequalled anywhere in the world.

AIRLINE TICKET

You get there quickly, comfortably and economically when you go by *scheduled* Airline. Fares as well as express and freight tariffs are now lower than before the war. Air Mail is only 5¢. So, travel, mail and ship—by air! Call the nearest Airlines office or your travel agent for reservations. This advertisement is sponsored by the nation's *scheduled* Airlines and leading aviation manufacturers.

THE SCHEDULED AIRLINES OF THE UNITED STATES

Air Travel Strengthens America

Hooper to Driver

RADIO PHONE surveys again have been broadened as C. E. Hooper's New York office reports the first coincidental telephone interview with the driver of an automobile equipped with a telephone — and a radio, of course. The mobile radio telephone conversation went like this: "Were you listening to the radio just now?" "Yes." "To what station?" "WNEW." "What program, please?"—and so on, with the usual interview questions.

• COL. STOOPNAGLE is scheduled to substitute for Bob Hawk on CBS while he vacations for six weeks effective July 7. Show is sponsored by R. J. Reynolds (Camel Cigarettes,) through William Esty & Co., New York.

Conditional FM Grants Given to Ten, Including Firm 25% Owned by Bricker

CONDITIONAL grants for 10 new FM stations, nine Class B and one Class A, were issued last week by FCC. One of the Class B grants, to The McPherson Broadcasting Co., McPherson, Kans., was in lieu of a previous Class A authorization. Channel 251 (98.1 mc) was allocated to McPherson. Of the grantees, six have standard station interests.

Elmer A. Benson, ex-Governor of Minnesota and former U. S. Senator, received a Class B grant for St. Paul. Another Class B grantee, Capital Radio, Inc., Columbus, Ohio, includes Sen. John W. Bricker (R-Ohio), as vice president and a quarter owner.

At the same action the Commission issued construction permits for nine Class B outlets and one Class A station. FCC also granted 14 Class B permits in lieu of previous conditions.

A new noncommercial educational FM station on 91.5 mc with 12.5 kw was granted to the St. Louis Board of Education. Antenna height of 370 feet was specified.

An authorization for a Class B station at Grand Rapids, Mich., was vacated at the request of the applicant, Lear Inc., maker of aircraft radio equipment and cabinets. Application of Telemusic Inc., Hartford, Conn., for a Class A outlet was dismissed because of failure to prosecute. Action is designated in Sec. 1.381 of Rules.

The Class A conditional grantee:

Rome, Ga.—Rome Radio Bcstg. Co., licensee of WRGA.

The Class B conditional grantees:

Evansville, Ind.—South Central Bcstg Corp., licensee of WIKY.

McPherson, Kan.—The McPherson Bcstg. Co. [BROADCASTING, May 12].

Columbus, Ohio—Peoples Bcstg. Co., licensee of WRFD Worthington and WLAN Lancaster, Ohio.

Columbus, Ohio—Capital Radio Inc. Principals: John W. Galbreath, realtor and chairman of the board of trustees of Ohio State U., president and 25%; Sen. John W. Bricker (R-Ohio), former Governor of Ohio, vice president 25%; Edward J. Davis, attorney employed by Mr. Galbreath, secretary-treasurer; Austin V. Wood (16.6%), vice president and general manager of the Ogden newspapers (16) which are published in West Virginia and associated in ownership with WORK Marietta, Ohio; G. Bennett Larson (16.6%), general manager of WPEN Philadelphia, and S. L. Keller (16.6%), manager and director, United Press foreign features division.

Fort Dodge, Iowa—Northwest Bcstg. Co., licensee of KVFD.

Shenandoah, Iowa—KFNF Inc., licensee of KFNF.

St. Paul, Minn.—Elmer A. Benson, former Governor of Minnesota, and U. S. Senator, now half-owner Columbian Co., Appleton, Minn., farm real estate firm.

Sioux Falls, S. D.—Midcontinent Bcstg. Co., licensee of KELO.

Memphis, Tenn.—Fanny B. Wilson, attorney with claims division, Dept. of Justice, Washington. Brother, York L. Wilson, holds conditional grant for Class B station in Richmond, Va., as Southern Bcstrs. Inc.

Conditional CPs

The following were authorized CPs conditionally (standard station affiliations in parentheses or FM call; power given is effective radiated power; antenna height is height above average terrain; channel assignments to follow final proceedings in Docket 6768):

The Hartford Times Inc. (WTHT) Hartford, Conn.—Class B; 4.6 kw; 860 ft.

Ashland Bcstg. Co. (WCMI) Ashland, Ky.—Class B; 4.4 kw; 200 ft.

Enterprise Pub. Co. (WBET) Brockton, Mass.—Class A; 800 w; 275 ft.

Leon Podolsky (WBRK) Pittsfield, Mass.—Class B; 12 kw; 605 ft.

Bay Bcstg. Co. Inc. (WBCM) Bay City, Mich.—Class B; 32 kw; 420 ft.

Harry M. Bitner (WFEA) Manchester, N. H.—Class B; 3.4 kw; 950 ft.

The Radio Voice of New Hampshire Inc. (WMUR) Manchester, N. H.—Class B; 3.3 kw; 960 ft.

Mercer Bcstg. Co., Trenton, N. J.—Class B; 11.3 kw; 300 ft.

WICA Inc. (WICA) Ashtabula, Ohio—Class B; 48 kw; 260 ft.

The following were authorized CPs in lieu of previous conditions:

WTIC-FM The Travelers Bcstg. Service Corp., Hartford, Conn.—Class B; 8 kw; 705 ft.

WKMO-FM Kokomo Bcstg. Corp., Kokomo, Ind.—Class B; 31 kw; 400 ft.

WLBC-FM Donald A. Burton, Muncie, Ind.—Class B; 8.6 kw; 230 ft.

WBSM Bay State Bcstg. Co., New Bedford, Mass.—Class B; 20 kw; 330 ft.

WFTW-FM Fort Wayne Bcstg. Inc., Fort Wayne, Ind.—Class B; 10 kw; 330 ft.

WPAG-FM Washtenaw Bcstg. Co. Inc., Ann Arbor, Mich.—Class B; 2.2 kw; 315 ft.

WMSA-FM The Brockway Co., Messena, N. Y.—Class B; 5 kw; 335 ft.

WMGM Marcus Loew Booking Agency (WHN) New York—Class B; 18 kw; 530 ft.

WOPT Palladium-Times Inc., Oswego, N. Y.—Class B; 3 kw; 435 ft.

WCOL-FM The Pixleys, Columbus, Ohio—Class B; 33 kw; 380 ft.

WMOH-FM The Fort Hamilton Bcstg. Co., Hamilton, Ohio—Class B; 8.7 kw; 255 ft.

WSAI-FM Buckeye Bcstg. Co., Cincinnati—Class B; 16 kw; 550 ft.

WPIC-FM Sharon Herald Bcstg. Co., Sharon, Pa.—Class B; 26 kw; 455 ft.

WHBL-FM Press Pub. Co., Sheboygan, Wis.—Class B; 15 kw; 380 ft.

WPAT Paterson, N. J., has received a special medallion from Princeton U. in commemoration of its Bicentennial Celebration. The station broadcast a series from the college entitled "The Princeton U. Preceptorial of the Air" and is currently carrying a weekly series in cooperation with Princeton called "The News From Princeton University."

THE
Nunn
STATIONS

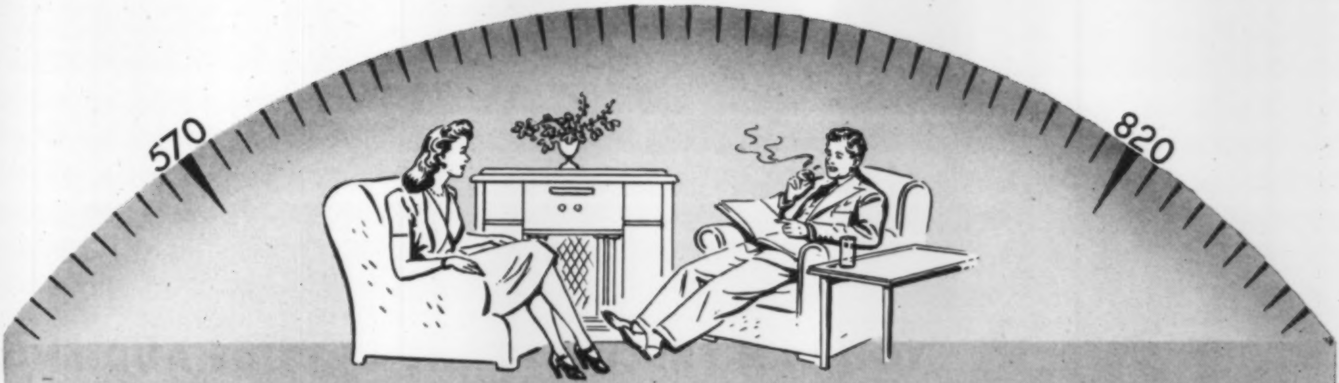
-- serve the advertiser *BEST*...
by serving the listener *FIRST!*

Each of the five NUNN stations operates on the principle that the AUDIENCE is the foundation of every good radio station. We realize that programs are our end product and that each show should be designed to recruit the maximum number of listeners. The audience is the object of our operation because the audience is what the advertiser buys. That's why we say "The NUNN Stations serve the advertisers *best* by serving the listener *first*". That's why we believe there's none better than a NUNN Station.

Each Nunn Station is designed to cover the market it serves at minimum cost. Each station is prepared to promote its programs and the products advertised. Each station appreciates your business.

WBIR
Knoxville, Tenn.
WLAP
Lexington, Ky.
WMOB
Mobile, Ala.
WCMI
Ashland, Ky.
Huntington, W.Va.
KFDA
Amarillo, Tex.

THE NUNN STATIONS
Owned and Operated by GILMORE N. NUNN and J. LINDSAY NUNN



Now THOUSANDS MORE LISTEN, EVERY DAY, TO WFAA

TWO FREQUENCIES
TWO NETWORKS
TWO AUDIENCES

- This month we celebrate our Silver Anniversary. For twenty-five years WFAA has consistently brought the best in entertainment, education and enlightment to its audience of millions throughout the Great Southwest.

Now, with expanded facilities on an additional frequency, 570 kilocycles, the familiar WFAA call letters which have characterized this fine service for a quarter of a century are becoming familiar to thousands more every day.

50 KW
NBC
820 KC

WFAA

HALF TIME ON EACH FREQUENCY

5 KW
ABC
570 KC

DALLAS, TEXAS

REPRESENTED NATIONALLY BY
EDWARD PETRY & COMPANY, Inc.

YOU CAN FASCINATE THE OUTSIDE* AUDIENCE

on the Pacific Coast, too!

The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. Approximately half of all Pacific Coast retail sales are made in this outside market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

Ulysses snubbed his outside audience and sailed to disaster. Don't turn your back on that lush outside audience. Put your show on Don Lee, the only network that covers both halves of the Pacific Coast audience like a rug . . . since only Don Lee reaches the outside audience (the exclusive Don Lee market where half of the Coast's 12,633,200 people spend approximately half of the $11,602,980,000 in retail sales annually).

ONLY DON LEE offers 42 stations (twice as many as Network "A"; over 3 times as many as Network "B" or "C") to do the job of INSIDE and OUTSIDE coverage.

DON LEE IS A BETTER BUY than any other Pacific Coast network because it not only delivers MORE LISTENERS but does so at a LOWER COST PER THOUSAND radio families. (*More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a* DON LEE *station.*)

What a reception you get in the outside audience with Don Lee—the only network with enough facilities to reach *both* the inside and outside markets on the Pacific Coast!

The Nation's Greatest Regional Network

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Mutual
DON LEE
BROADCASTING SYSTEM

Now Available!

IN CHICAGO

SPIKE RIGHTS

for

TELEVISION

in the

LINCOLN TOWER

the tallest building in Chicago and in the Middle West

●

The Lincoln Tower is located right in the heart of Chicago's Radio and Advertising Agency activities.

WRITE! WIRE!
OR PHONE
Central 4300

LINCOLN
TOWER
On the River
75 E. WACKER DRIVE—CHICAGO 1

How KSD-TV Does It

THE *St. Louis Post Dispatch* thinks the public should know more about the "systematic confusion that surrounds the complex business of getting a telecast on the air," so the newspaper devoted two full pages of photos and explanations to television production in its issue of Sunday, May 25. The pictures, taken at the studios of KSD-TV in St. Louis, show the problems involved and techniques used in producing a show.

Swallow Made Makelim Manager on West Coast

Mr. Swallow

JOHN W. SWALLOW, for past three years Hollywood manager of Kenyon & Eckhardt Inc., has been appointed West Coast manager of Makelim Assoc. He is headquartered in Hollywood. Hal R. Makelim, agency president, announced the appointment.

Well known in West Coast advertising and radio, Mr. Swallow was for ten years associated with NBC as Hollywood manager and later as Western division program director before going to Kenyon & Eckhardt. In early days of radio he managed several southern California stations and also helped organize and managed KFAC Los Angeles.

Mr. Swallow will continue his outside interests. Besides being president of Television Enterprises Inc., Hollywood, he is vice-president of Ojai Broadcasting Co. operators of KVVC, new 1-kw Ventura, Calif., station on 1590 kc now under construction. He is also consultant of KYOR San Diego.

FMA BOARD WILL MEET JUNE 26 IN CAPITAL

MEETING of the FM Assn. Board of Directors will be held June 26 at the Statler Hotel, Washington, to review operations of the association and future projects. Presiding will be Roy Hofheinz, KOPY Houston, FMA president.

Board members will stay over for the June 27 meeting of the RMA-FMA Liaison Committee.

Topics coming before the board include plans for future regional meetings and an industrywide convention. If a fall convention is approved, future regional meetings may be put off until next year. Should a spring convention be favored, additional regional meetings may be held this year. It will be the first board meeting since FMA was organized last Jan. 10.

At the RMA-FMA liaison meeting FMA will make a presentation showing how the association and its stations are promoting FM; how stations are converting to full-time operation and to separate programming, and how they are aiding in sale of FM receivers.

Kate Smith Claims Censorship by CBS

Star Is Shifting to Mutual; CBS Explains Its Stand

KATE SMITH, who is switching her daily program of commentary and news from CBS to MBS on a co-op basis beginning June 23, said Wednesday in Chicago that she was severing relations with CBS because of "restrictions and censorship" imposed upon her program and because Mutual had offered her a possible maximum of some 400 outlets.

"You don't have freedom of speech on Columbia," Miss Smith declared. "Every day it's 'delete this' or 'cut out that'. Why they wouldn't even let me talk about Lucky Luciano when he slipped out to Cuba, even though I was only using what was being carried by the news services and news wires."

She stated also that her choice was Mutual because she is "interested in talking to the greatest number of people. . . . I know I can reach more listeners through Mutual."

Miss Smith, in Chicago to receive one of two American Brotherhood 1947 Arts and Sciences citations awarded by The National Conference of Christians and Jews for "contributions to better human relations and welfare," also disclosed that she will commence a disc show of her own sometime in the near future, devoted solely to use of her own recordings. She emphasized that she was opposed to use of other people's records without compensation. She was especially opposed, she said, to use of her records on programs sponsored by liquor or cigarette firms, saying that she neither drinks nor smokes.

CBS' Answer

New York headquarters of CBS stated last Tuesday night that the reason Miss Smith left the network was because her sponsor, General Foods Corp., did not renew her contract. CBS said also that Miss Smith's news comments were subject to review by its news room in the same manner as were other such programs carried on the network, chiefly because a station was exclusively responsible for whatever was said over its facilities. The network added that while it respected Miss Smith's talent as a popular singer, it had been forced to exercise final judgment when she entered the field of news dissemination.

General Foods Corp. has scheduled *Wendy Warren*, through Benton & Bowles, New York, as the replacement for the Kate Smith show.

THE SOLO MEDIUM

THE *Conditioned* AUDIENCE

There are five million folks in reach of our 50 KW clear-channel signal, who have learned to believe what they hear on WSM. During the last 21 years, they have come to know that what they hear on this station, they can believe. This is why WSM, by itself, can deliver a market which otherwise would take an elaborate combination of media to cover.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.

Air Castle of the South
W
E
650 Kilocycles
50,000 Watts
NBC Affiliate
Clear Channel

WSM
NASHVILLE

Full Measure

LEROY MILLER, m. c., of an early morning record show at WFIL Philadelphia, has discovered a yardstick will really measure a radio audience. He offered a free yardstick to listeners on behalf of sponsor, Reinhart Inc., venetian blinds. In one week, 3,082 mail requests came in. The sponsor then pleaded: "Please stop talking about yardsticks. Give me a chance to answer the mail."

Suit Settled

FRANK SINATRA will pay Lee Mortimer, New York columnist, $9,000 for bruises incurred by latter as result of scuffle with singer in Hollywood night club recently. Suit was dropped as result of settlement arrived at in Los Angeles on June 3.

One FM, Nine AM Transfers Are Given Approval by FCC

APPROVAL to transfers of nine AM stations and one FM outlet was given last week by FCC. Considerations involved in five cases total $312,060.

The Milwaukee Journal Co., licensee of WTMJ and WTMJ-FM Milwaukee, was given consent to purchase of WSAU Wausau, Wis., 250-w CBS affiliate on 1400 kc, for $200,000 from Northern Broadcasting Co. The approval is conditional in that the Journal Co. must surrender either its own FM construction permit for Wausau or the FM CP it acquires from Northern Broadcasting in the transaction. Northern Broadcasting has operated WSAU for 10 years and is composed of: William E. Walker, 52.5%; E. W. Walker, 0.5%, and Donald R. Burt, 47%. William E. Walker is half-owner of WMAM, Marinette, Wis.

KXOX Sweetwater, Tex., was granted transfer of affirmative control from Mittie Agnes McBeath and Lolita McBeath to J. S. McBeath for $60,000. Transfer results from divorce of J. S. McBeath, half-owner, and Mittie Agnes McBeath who, with her daughter Lolita, has held other half interest. KXOX assignment is 1240 kc, 250 w.

Melvin H. Purvis, with Commission approval, acquires 60% interest of M. F. Schnibben in WOLS Florence, S. C. Sale price is $40,000. Mr. Purvis becomes sole owner of the station. Mr. Schnibben, who originally financed firm and has been holding part of the Purvis stock as security until paid for from dividends, is retiring because of poor health. Before the war Mr. Purvis had been general manager of WOLS, assigned 1230 kc with 250 w.

FCC approved equalization of ownership in KSLM Salem, Ore., a transaction whereby Paul McElwaine, secretary-treasurer and majority stockholder, sells 26 shares for $11,960 to Glen E. McCormick, president and general manager. Each now holds 50%. KSLM operates with 1 kw on 1390 kc.

Consent also was given to assignment of license of WGCM Gulfport, Miss., to a new partnership of present owners with exception of James O. Jones, deceased. Mr. Jones' estate receives consideration of $100 for his one-third interest. Remaining partners are Hugh O. and William E. Jones. WGCM operates on 1240 kc with 250 w.

Baton Rouge Approval

Similarly approval was granted for involuntary transfer of control of WJBO and WBRL (FM), Baton Rouge, La., from estate of Charles P. Manship Jr. to the testamentary executrix, the deceased's widow, Leora D. Manship. Switch involves 959 of 100 shares. There is no money consideration. WJBO is assigned 5 kw on 1150 kc; WBRL 96.1 mc, 51 kw effective radiated power.

FCC consented to relinquishment of control of WHYN Holyoke, Mass., by Minnie R. Dwight, 66% owner, through gift of 150 shares (25%) to her son, William Dwight, president and 0.3% owner. Other interests continue the same. Assignment of WHYN is 250 w on 1400 kc.

WFRP Savannah, Ga., was granted assignment of license to a new corporation in which the owners, Frank R. Pidcock Sr., and James M. Wilder, plus Station Manager Edward N. Palen are officers and stockholders. Purpose, according to application, is to strengthen the organization and to secure Mr. Palen's services. Composition of new firm: Mr. Pidcock, president and 50.5%; Mr. Wilder, vice president, 24.75%, and Mr. Palen, secretary-treasurer, 24-24.5%. WFRP facilities are 1230 kc, 250 w.

FCC also approved assignment of license of KBOL Boulder, Col., from J. Herbert Hollister, sole owner, to Boulder Radio KBOL Inc., new firm of which Mr. Hollister is president and 98% owner. KBOL operates on 1490 kc with 250 w.

To Attend SAC Meet

DEEMS TAYLOR, ASCAP president, sailed aboard the *Queen Elizabeth* last week to attend the National Confederation of Societies of Authors and Composers to be held in London June 23 through 28. Mr. Taylor was accompanied by Mrs. Taylor and will be joined later by other ASCAP executives and representatives.

EDDIE CHASE, Emcee of the "Make Believe Ballroom"—one of the most listen-able and produce-able shows in radio.

SUPER SALESMAN!

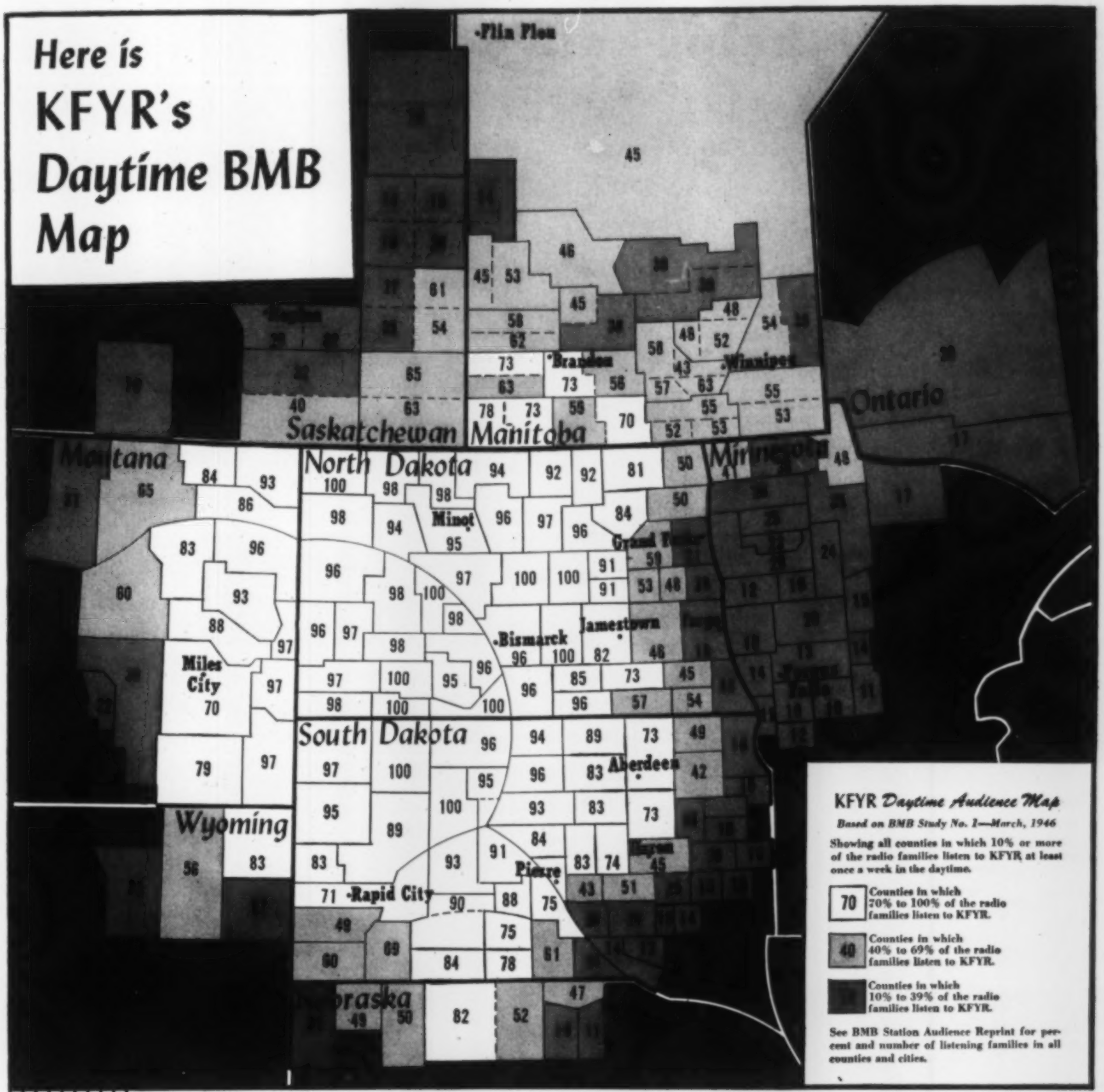
• Eddie Chase calls himself a "disc jockey", but that's one of the most modest claims ever made north of the border. Eddie's "Make Believe Ballroom" in ten years has sold everything from automobiles to potato chips . . . in quantities that has earned him the justifiable title of **The Detroit Area's Top Salesman.** » » » His smooth knack of weaving a sales punch throughout a carefully picked musical program is a tried-and-terrific formula . . . for sponsors **and** listeners alike. "Make Believe Ballroom" over CKLW is more than just a disc show . . . it is a daily and Sunday **institution** in America's Second Market. » » » Why not get yourself a share of Eddie Chase, while there's still time?

in the Detroit Area, it's . . . CKLW

J. E. Campeau, Managing Director—Mutual System

Adam J. Young, Jr., Inc., Natl. Rep. • Canadian Rep., H. N. Stovin & Co.

Here is KFYR's Daytime BMB Map


Flin Flon
Brandon
Winnipeg
Saskatchewan
Manitoba
Ontario
Montana
North Dakota
Minnesota
Minot
Grand Forks
Bismarck
Jamestown
Miles City
South Dakota
Aberdeen
Pierre
Rapid City
Wyoming
Nebraska
Huron

KFYR *Daytime Audience Map*

Based on BMB Study No. I—March, 1946

Showing all counties in which 10% or more of the radio families listen to KFYR at least once a week in the daytime.

- 70 Counties in which 70% to 100% of the radio families listen to KFYR.
- 40 Counties in which 40% to 69% of the radio families listen to KFYR.
- ■ Counties in which 10% to 39% of the radio families listen to KFYR.

See BMB Station Audience Reprint for percent and number of listening families in all counties and cities.

AUDIENCE BY DECILES

% BMB Penetration	Number of U. S. Counties	U. S. Daytime Audience (Families)	Number of Canadian Census Subdivisions	Canadian Daytime Audience (Families)	Total Audience U. S. and Canadian (Families)
90-100%	53	82,570	......	....	82,570
80-100%	73	108,640	......	....	108,640
70-100%	83	126,870	5	8,410	135,280
60-100%	88	131,910	11	21,070	152,980
50-100%	99	141,460	25	41,960	183,420
40-100%	111	152,050	32	76,950	229,000
30-100%	121	158,820	38	81,830	240,650
20-100%	133	169,680	43	87,950	257,630
10-100%	160	181,270	51	90,270	271,540

KFYR Audience Reprint containing complete BMB Audience information by counties and measured cities available free on request.

Represented Nationally by JOHN BLAIR & COMPANY

KFYR **NBC AFFILIATE**

Bismarck, North Dakota

550 KC *5000 Watts*

HOW WWL PUBLIC SERVICE helps sell your merchandise

To promote a worthy cause . . . to be present at great events . . . to laugh and to learn—

Folks turn first to WWL-New Orleans

It takes listener confidence to **sell** over the airways. How do you win "listener confidence"?

By providing the best technical facilities—the best programs—and by maintaining the most alert interest in the welfare of the communities you serve.

For 25 years, WWL has served the people of the Deep South. Today it is the only New Orleans station adequately staffed and equipped to conceive . . . write . . . and produce complete shows—for charity promotion as well as commercially sponsored programs.

WWL has won the confidence of the people through its outstanding work in charity drives . . . in herd and crop improvement programs . . . and in furthering the general welfare of the entire area it serves.

It is only natural that the people's faith in WWL is reflected by their faith in products and services advertised on WWL.

Today—"listener confidence" built by WWL's public service helps make it **your** greatest selling power in the **new** South.

People **buy** because they **believe** in products advertised on **WWL**

COLORING SET

HAPPINESS FOR THOSE IN NEED. Youngsters enjoy themselves at the WWL Christmas party for orphans and dependent children.

WWL
FOOD FAMINE DRIVE
• MUSIC • ENTERTAINMENT •
• RADIO INTERVIEWS •
Pinky AND THE DAWN BUSTERS
Bring CANNED FOODS
CASH or CHECKS
36
11 am TODAY
WWL

WWL SPARKS CHARITY DRIVES. Members of "Dawnbusters"—WWL's early morning show—visit fire stations to help boost famine relief collections.

INTERNATIONAL AFFAIRS ARE DISCUSSED by prominent North and South Americans on programs designed to promote Pan-American cooperation.

THE PEOPLE'S OWN SHOW. WWL, only New Orleans station producing audience participation programs, draws thousands weekly to these shows.

WWL--the greatest **selling** power
in the south's greatest city

LIKE FATHER, LIKE SON. Farmers and their sons, too, depend on WWL for herd and crop improvement information. Above, 4-H Club youths take stock to national show. Trip was made possible by WWL.

WWL BROADCAST THE GIGANTIC BENEFIT SHOW which brought in $58,993.76 for Texas City relief. New Orleans' contributions topped those of any city in the U. S. A.

Folks turn
first to . . .

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS — CLEAR CHANNEL

CBS AFFILIATE

REPRESENTED NATIONALLY
BY THE KATZ AGENCY, INC.

Satisfaction is the Key to Lingo Progress

"On the Air—In Time!"

"... after 6 weeks of operation, we are more than satisfied with Lingo performance. Thanks for really splendid cooperation—without your help, it would have been impossible to get on the air —*in time*. . . ."

—Richard K. Blackburn
General Manager
Station WTHT
Hartford, Conn.

LINGO
Vertical Tubular Steel
RADIATORS

PERFORMANCE Counts Most—and Costs Less with Lingo—plus these 6 "Extras" at No Extra Cost

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

FREE ENGINEERING ADVICE NOW

Write today for advice on such pertinent problems as proper radiator height, ground systems, etc. In writing, indicate location, power and frequency proposed.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

Powell Seeks Sale Of KGGF Holdings

Seaton Newspaper Group Will Buy for $400,000

BECAUSE of plans to retire, Hugh J. Powell, 70-year-old owner of KGGF Coffeyville, Kan., last week filed application with FCC for consent to sale of that station to The Midwest Broadcasting Co. Inc., owned by newspaper-radio interests. Consideration is $400,000.

Midwest Broadcasting is composed of Fay M. Seaton, president, and his sons, Fred A. Seaton, majority owner of KHAS Hastings, Neb., vice president, and Richard M. Seaton, secretary-treasurer. Each holds one-third interest. The Seatons own the Winfield Pub. Co. Inc., Winfield Kan., publisher of the *Courier;* the Seaton Pub. Cos. of Hastings, Neb., and Manhattan, Kan., publishers respectively of the *Tribune* and the *Mercury-Chronicle*, and the Coffeyville Pub. Co., Coffeyville.

KGGF is assigned 1 kw on 690 kc and has pending an application for increase to 5 kw on that channel.

Sole interest in the station was acquired by Mr. Powell in 1939. He and Stanley Platt had secured KGGF in 1930 from Dr. D. L. Connell.

Sales contract calls for $80,000 cash before filing of application and remaining $320,000 in cash or notes upon approval. Deal is valid until May 1948.

Midwest Broadcasting stated that it would form a station advisory council and effect certain programming changes to give more agricultural sustaining time, widen rural service and give time to civic and educational organizations in addition to school systems.

Mr. Powell is represented by Loucks & Scharfeld and Midwest Broadcasting by Dow, Lohnes & Albertson, Washington radio law firms.

REL DEMONSTRATES NEW 10-kw FM TRANSMITTER

A NEW 10-kw FM transmitter known as the Quadriline was demonstrated to representatives of the radio industry by its inventors and builders, Radio Engineering Laboratories Inc., June 6 at the firm's headquarters in Long Island City, N. Y. The new model, according to REL spokesmen, makes possible achievement of high power transmission without resort to present costly methods of transmitter "block building."

In principle, the spokesmen say, Quadriline achieves its direct output of 10 kw by use of four internal anode tetrode tubes arranged in a new circuit which departs entirely from conventional methods of producing FM transmitting power.

Now running at full power with a practical antenna gain, the Quadriline, its inventors claim, is capable of delivering 50 kw of effective radiated power even on the high band. REL says a substantial number of Quadriline transmitters will be delivered before the end of this year.

CONTRACT while station is still under construction seemingly strikes this quartet as a pleasure. Hugh E. Barnes, general manager of Kresge-Newark (seated l), arranges for his store to sponsor *Junior Town Meeting* on the television station now being erected by Bremer Broadcasting Corp., which already operates WAAT (AM) and WAAW (FM) Newark. In photo, besides, Mr. Barnes, are Irving R. Rosenhaus (seated r), president of the Bremer firm; (standing) Edmund S. Lennon (l), WAAT account executive, and Robert J. Powderly, sales promotion director, Kresge-Newark.

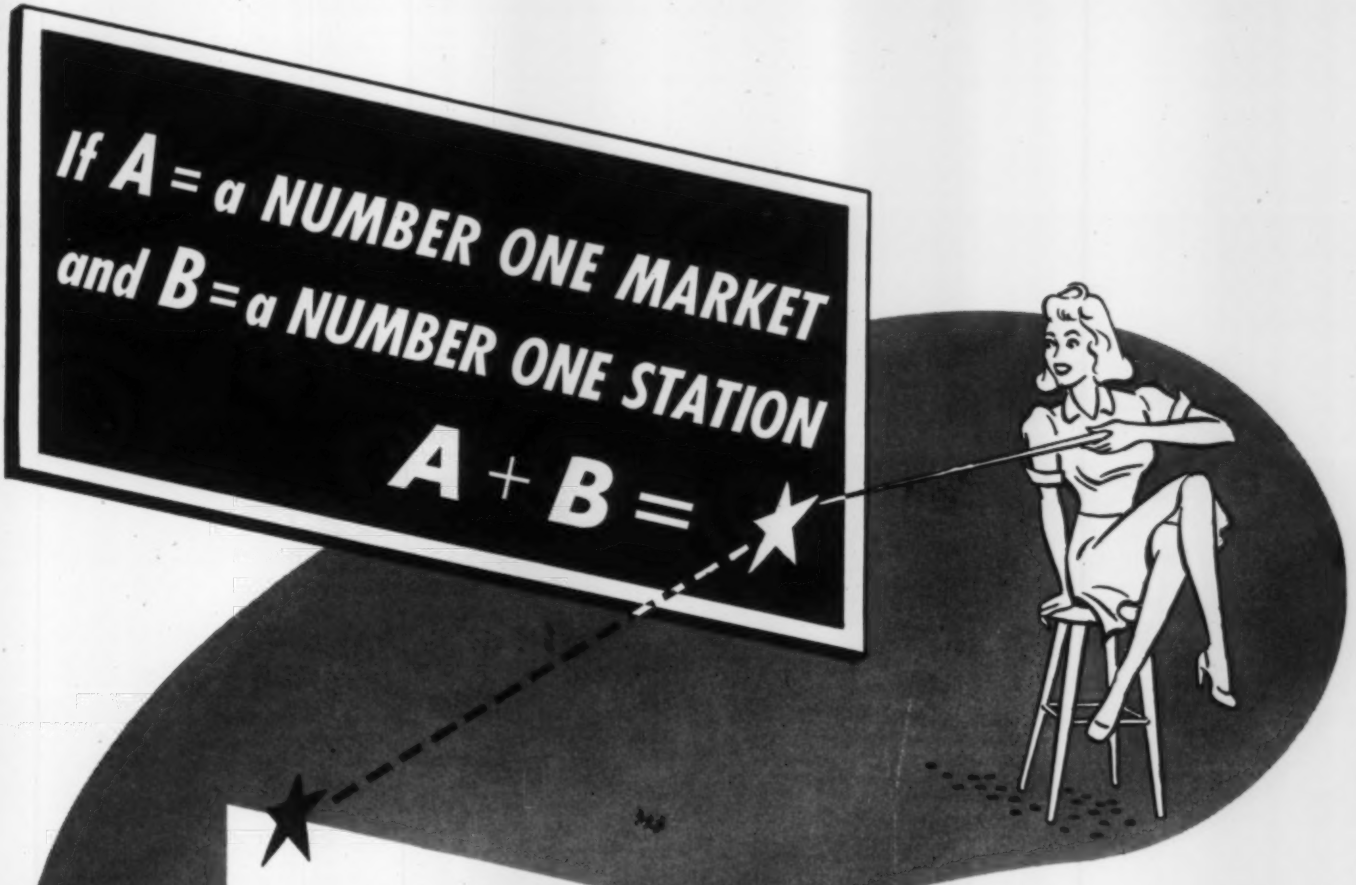
* * *

STORE FIRST TO SIGN TV CONTRACT AT WAAT

KRESGE-NEWARK, department store, is the first sponsor to sign a television contract with WAAT Newark, station officials report. The contract, which was signed by Hugh E. Barnes, store's general manager, and Irving Rosenhaus, president of Bremer Broadcasting Corp., provides for the televising of the educational series, *Junior Town Meeting*, which has been broadcast by WAAT in cooperation with North Jersey secondary schools since the fall of 1945.

In addition to *Junior Town Meeting*, Kresge-Newark sponsors *Your American Music*, heard Mon.-Wed.-Fri. 8:05 a.m.

The store's radio activities are under the supervision of Robert J. Powderly, sales promotion manager, who also supervises the television programs. Representing WAAT in the series are Robert B. MacDougall, director of educational activities, and Walter S. Lennon, account executive.


If A = a NUMBER ONE MARKET
and B = a NUMBER ONE STATION
A + B =

WIRE IN INDIANAPOLIS...

where retail sales last year were over $475 million* . . . which but definitely makes the Hoosier Capitol a number one market. Station WIRE, in addition to covering this local market, covers a total of 58 Indiana counties in its primary and secondary listening areas. We'd be glad to send additional market data and a map of WIRE coverage. Write to WIRE, Indianapolis, or to John E. Pearson Company, national representatives.

* Sales Management Survey estimates

WIRE OWNED AND OPERATED BY INDIANAPOLIS BROADCASTING, INC.
Affiliated with THE INDIANAPOLIS STAR

THE
KAT'S
PA
5000W
WKAT
50,000
W

COOKS AND GOURMETS

Short order cooks, or chefs who prepare the rarest of dishes are important in our scheme of things.

Perhaps the grace of living of the old days has passed into the limbo of the almost forgotten. 'Tis true that about the last of the publicized gourmets is the group called "Les Amis d'Escoffier," and I for one hear of them seldom—to be exact only when they produce their annual banquet and from what I've read of this repast it is a super colossal production.

The last one that I read about took place at the Waldorf and the friends of the famed departed chef did very well indeed for themselves. There was Terrapin from Maryland, imported channel sole, partridges from France, the true Peach Melba (Escoffier), among other great dishes.

These gentlemen when they dine carry out all the traditions of the great gourmets. Their napkins are tucked up under their chins and with each course there is the appreciation of the proper wine.

A gourmet as defined by Webster is "a connoisseur in eating and drinking; an epicure" and certainly "Les Amis" are all of that. Their discriminatory enjoyment of food and drink must of necessity extend beyond the viands in front of them on the table. Their appreciation reaches to the chef who prepared the dish, the place in which the food was cooked and its cleanliness, the proper chilling of the wine. In essence, all elements must combine to titillate the palates of these gastronomes.

We all know that one good cook prepares a dish one way and another does it a little different and they both usually come up with something pretty good. But, of course, a skilled chef certainly has a great advantage over the novice who, up to now, has specialized in short orders.

I don't know how many of the time buyers in the radio world are gourmets of radiofare. I haven't the least idea how many of them are simply locators of good places to eat by the roadside a la Duncan Hines. Perhaps they're all gourmets, for their object would seem to be to buy the station in the given town that will produce the best prepared food for their clients. If this isn't done carefully I would think they would have a pretty slim chance of holding onto their business. In other words, I assume that every man or woman buying for an agency chooses carefully when they buy time on a radio station.

Over at KAT I don't believe we could be classified as great chefs, experienced, yes, and therefore, we well can place ourselves in the category of pretty good cooks of radiofare. We've some short order cooks who can write up the best kind of spot announcements. We've some other people who serve them pretty well by sending them out over the air in such a manner that they are appealing. For the air is the table upon which radio food must be served. We also have some chefs that know how to prepare with great delicacy fine programme dishes that any gourmet would recognize immediately as one beyond the efforts of a normal short order man.

These men and women are available to serve both the gourmets of radio or the locators of a good roadside place to eat. We would prefer you to come into our culinary department that specializes in viands. However, if you want to try the short order counter we can rapidly dish up whatever you desire.

Those of you who are seeking plain radio food give us a ring, let us submit to you our best effort on the short order side. Those of you "Les Amis" who are looking for that particular delicate flavor needed to produce the desired effect on the gastronome you serve, drop us a note. It takes more time to prepare the latter meal. If you have an RSVP on the bottom of your note the chef who has been assigned to do your dinner will answer with a suggested programme that should fit into your scheme of radio dining.

Oh yes, we are versatile over at WKAT. We are cooks and we are chefs. Either department will be happy to serve you. We don't think we can prepare, as Damon Runyon once described a meal, a "rhapsody in minion", but we do believe we can prepare a good steady bill-of-fare for the roadside eater and we know likewise we can continue to please the most exacting of gourmets.

We don't have terrapin a la Maryland, we haven't any French flavors around, but if you want a good South Florida radio meal fixed up with all the trimmings, Okay, Brother, come'n get it!

FRANK KATZENTINE
WKAT

SOAP SELLERS CAN SELL U. S.

Benton Impressed by Skill of Sponsors in Bringing Message to Listeners

THE MAN who launched *Amos 'n' Andy* as a great radio sales vehicle for Pepsodent toothpaste back in 1929 was a pioneer in radio advertising. In the next few years he gathered radio "firsts," including the Maxwell House *Showboat*, and Fred Allen's *Town Hall.*

That man was William Benton, presently sitting in the uncomfortable chair of Assistant Secretary of State in charge of the Office of International Information & Cultural Affairs. He is still an advertising man, but his job now is advertising America, and even he will admit it's a thankless job.

In the 20-odd months that Mr. Benton has been putting out the *Voice of America* he has been accused by Congress and by radio men of attempting to establish an American BBC, give radio to Government and in general sabotage radio free enterprise.

Fresh Approach

For that reason BROADCASTING has asked the controversial Mr. Benton what he thinks of American radio. In a way, his approach is almost as fresh as the man from Mars since only about a week ago he sat down to listen to a commercial program for the first time in ten years.

The first thing that struck him as he listened—it was the Phil Harris show—was the "virtuosity" with which advertising is woven into "the warp and weft of the shows."

"My overwhelming impression," said Mr. Benton, "is what has been learned from the standpoint of the sponsor."

And he indicated some impatience with the men who "write codes and write rules and say only three minutes of every half-hour should be commercial." "If there was less than 50% of that Benny show that was twisted into selling the sponsor's products I'd be amazed. The average listener doesn't know it. The sponsor knows it. The key executives in the networks are largely salesmen and if they know it they are blind to it and don't care. On the part of the script writers it was not only conscious, it was done with skill."

"And there is no skill in producing motion pictures," he continued, "that compares with the skill I heard in those shows, weaving the sales story into commercial sponsorship and hammering your audience emotionally."

These comments were not made as criticism but out of admiration for the ingenuity of script writers who have discovered that sound from a studio can be effectively used in building up an illusion that produces almost visual impressions.

And he is not loathe to admit that it was his experience with *Amos 'n' Andy* and *Showboat*, which proved that a radio man could take a "dog," and in one year's time boost sales up to 125%, that convinced him the *Voice of America* can sell the United States.

Not that Mr. Benton is planning to use jingles and sound effects to assail the ears of the world; but if you can sell soap, it's a cinch to sell America.

Hearing in Emerson Drug Case Adjourns Till July

LAST WEEK's hearing of the Emerson Drug Co. (Bromo-Seltzer) case before the Federal Trade Commission in New York was adjourned until July 15 at the request of the respondent.

The proceedings on June 11 were devoted mainly to examination and cross-examination of a physician-psychiatrist who appeared as an expert medical witness for the firm. The FTC attorney sought to prove that use of Bromo-Seltzer as directed in the firm's radio and periodical advertising may be dangerous.

41 Stations Are Added By Associated Program

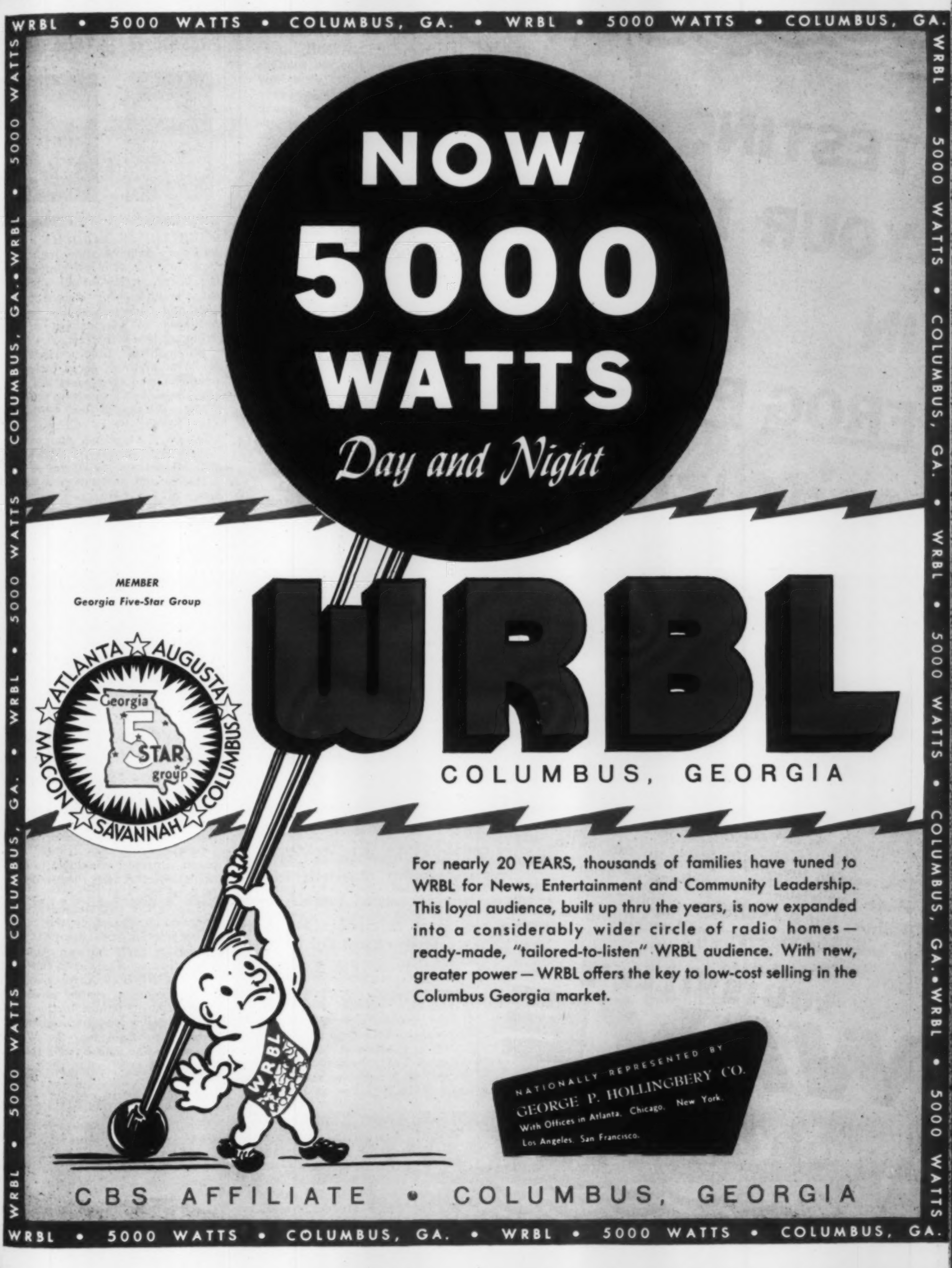
ASSOCIATED PROGRAM Service added 41 AM and FM outlets to its list of subscribers during April and May 1947, Richard S. Testut, general manager of the firm, has announced.

The stations are: KWSC WBZA-FM WMUS and WMUS-FM WIKY and WIKY-FM WBZ and WBZ-FM WHAV WBAY WAFM-FM WJHP and WJHP-FM WHEF-FM KYW and KYW-FM WFCI and WFCI-FM WTRY and WTRY-FM WKNX WEAM CKEY KDSH and KDSH-FM WCTC and WCTC-FM WCOL and WCOL-FM WKNP KERA-FM KLOU and KLOU-FM WBIB-FM WCOA and WCOA-FM WSCR WFMZ-FM KIMA and KIMA-FM and WGBG-FM.

Predicts 400,000 Video Sets in U. S. by Dec. 25

A PREDICTION that there will be 400,000 television sets in the U. S. by next Christmas and one million sets by the end of 1948 was made last week by Eugene Thomas, sales manager of the Bamberger Broadcasting Service, in an address at the Sales Executive Club luncheon in New York.

Mr. Thomas said that advertising returns from television would be three to ten times greater than from standard radio broadcasting, but that costs of programming would be more expensive because of the need for more space, more equipment and more personnel.



WRBL • 5000 WATTS • COLUMBUS, GA. • WRBL • 5000 WATTS • COLUMBUS, GA.

NOW 5000 WATTS

Day and Night

MEMBER
Georgia Five-Star Group

WRBL

COLUMBUS, GEORGIA

For nearly 20 YEARS, thousands of families have tuned to WRBL for News, Entertainment and Community Leadership. This loyal audience, built up thru the years, is now expanded into a considerably wider circle of radio homes — ready-made, "tailored-to-listen" WRBL audience. With new, greater power — WRBL offers the key to low-cost selling in the Columbus Georgia market.

NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO.
With Offices in Atlanta, Chicago, New York,
Los Angeles, San Francisco.

CBS AFFILIATE • COLUMBUS, GEORGIA

WRBL • 5000 WATTS • COLUMBUS, GA. • WRBL • 5000 WATTS • COLUMBUS, GA.

TESTING YOUR LEGS IN FROG POND (KENTUCKY)?

If you're jumping your salesmen (and your advertising) all over Kentucky, friend, *please consider this:* Our Bluegrass State has *one* big metropolitan market, several pretty good-sized cities, and hundreds of places like Frog Pond, Hog Jaw and Barefoot. To really cover the whole shooting match, you gotta use about five stations, and it's pretty expensive. But the Louisville Trading Area, *alone*, does more biz than all the rest of Kentucky combined, and you can really cover it with WAVE — at a cost that's moderate, to say the least. . . .

Yes, you're the boss, and you can swim anywhere you wish—in Frog Pond or even in Bear Wallow. But WAVE offers a better *environment for sales*, and we hope you'll paddle on in to us!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

CHML Contest

CHML HAMILTON, Ont., Can., wanted to see whether advertising men were any good at guessing, so they conducted a contest among 1800 U. S. and Canadian advertising representatives, offering a new Chevrolet to the one who could give the closest estimate of the total population served by the station's new 5-kw transmitter. The results, announced last week by K. D. Soble, president of CHML, showed Americans in first and second place. Clarence E. Schloemer of Federal Advertising, New York, guessed 1,714,616 to come within 1.84%, and John Long of BBDO, New York, was close behind coming within 1.89%.

SINGER JOAN EDWARDS SUING TOBACCO FIRM

JOAN EDWARDS, former vocalist on *Hit Parade,* formerly on CBS and now on NBC, has filed a $75,000 damage suit against the sponsor of the program, American Tobacco Co. (Lucky Strike cigarettes), and its agency, Foote, Cone & Belding, for allegedly discontinuing her contract and for alleged damage to her professional reputation.

In the suit, filed by the law firm of Daru, Vischi and Winter, Miss Edwards asserted that in September 1946, when company requested her consent to move the broadcast from New York to Hollywood, she had been promised that there would be no change in format of the program for at least a year and that she would receive $250 a week for at least one year from October 1946, in addition to $500 weekly salary, to cover expenses in moving out to the Coast.

Miss Edwards also said that after she had moved to the Coast on Nov. 30, 1946, she was notified that effective Jan. 19, 1947, her employment on the show was terminated.

Suit is not expected to come to trial until sometime next fall.

Foster Kept Off WOR

STATING that "it is against our policy to sell time to a political party except during an election campaign," WOR New York on June 10 refused to carry the speech broadcast on MBS by William Z. Foster for which the Communist Party bought time on the network. Mr. Foster was heard on other MBS stations at 10:15 p. m.

To Offer Bankhead

WILLIAM MORRIS Agency, New York, has built a radio package show for Tallulah Bankhead. It will be called *Life With Tallulah* and will be offered for sale at a cost of under $10,000 a week, it was understood.

LAROCHE NOW AGENCY PRESIDENT, TREASURER

Mr. LaRoche

Mr. Ellis

CHESTER J. LaROCHE, who joined LaRoche & Ellis Inc., New York, early in 1946 as chairman of the board, acting in an advisory capacity, has been elected president and treasurer of the agency following his acquisition of the principal stock interest.

Sherman K. Ellis, founder of the firm and for many years its president and treasurer, has been elected senior consultant and a director of the agency. With this change Mr. Ellis will put into effect a long-range plan which lessens his managerial duties and will concentrate his efforts on consultative and new business activities.

Before his association with the agency Mr. LaRoche was vice chairman of the board of ABC, and before that he was with Young & Rubicam, as president and chairman of the board and one of the two principal stockholders. He also was first chairman of the War Advertising Council.

Mr. Ellis formed Fletcher & Ellis Inc. in 1932, which later became Sherman K. Ellis Inc. and then LaRoche & Ellis Inc.

E. Royal Added to Staff Of Advertising Council

EDWARD ROYAL, formerly a partner in Royal & Deguzman, has joined the Advertising Council as a campaign executive. His first assignment is as manager of the "American Economic System" campaign, a project scheduled to teach the average citizen "the economic facts of life."

This is the national advertising program developed by the council in conjunction with the joint committee of the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

The economic system campaign of the council is now in the hands of the following three agencies: Young & Rubicam, J. Walter Thompson Co., and Batten, Barton, Durstine & Osborn.

Democrats Move

DEMOCRATIC National Committee headquarters, located in the Mayflower Hotel, Washington, D. C., since Jan. 1, 1941, are to be moved Sept. 1 to the Ring Bldg., 1200 18th St., N. W., in the capital, Gael Sullivan, committee's executive director, has announced.

...now 5 Times More Powerful

ONE OF AMERICA'S FINEST!

With its new 5,000 watts power and beamed signal, KQV delivers a daytime audience, (in the five milivolt area) five times as great as previously. Nighttime audience is up over 60% too. The new transmitter site and directional antenna were chosen after careful consideration and engineering analysis to include, within the five milivolt area . . . the most thickly populated areas of the greater Pittsburgh district. This means a stronger signal in this area than any other Pittsburgh station. The outstanding local and Mutual Network programs make KQV, "Pittsburgh's Aggressive Station," a real radio buy.

- ★ **Increased power means daytime audience up 500% in the five Mv/m district.**
- ★ **Blanketing 1-1/3 million people in Pittsburgh's rich industrial area.**
- ★ **Low cost-per-family coverage within Allegheny County.**
- ★ **Advertisers are assured of a responsive audience.**

KQV

Basic Mutual Affiliate

1410 ON YOUR DIAL

NATIONAL REPRESENTATIVES... WEED & CO.

Over 200 FM Broadcasters

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Here's why...

✓ RCA FM transmitters are designed for transmitter engineers who *know* transmitters.

RCA FM transmitters provide a professional performance that comes only through building more broadcast equipment than any other manufacturer.

RCA FM transmitters are backed by a long-standing reputation for making reliable broadcast equipment . . . FM, AM, TV.

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✓ RCA FM transmitters have Grounded-Grid circuits for true circuit stability at vhf.

RCA FM transmitters use Direct-FM exciters that reduce distortion and noise . . . use fewer tubes.

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✓ RCA FM transmitters are unit-built . . . are easy to move and inexpensive to install.

RCA FM transmitters use RCA-pioneered vertical chassis design and are completely accessible.

RCA FM transmitters can be tuned in minutes . . . even by inexperienced personnel.

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For complete information on RCA FM transmitters, write RCA, Broadcast Section, Dept. 19-F, Camden, N. J.

RCA

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Fulton Lewis, jr.

available now* on the DON LEE net

Cover the Pacific Coast—Inside and Outside—by sponsoring radio's biggest cooperative on this great regional network.

Broadcast at 4:00-4:15 p.m. (P.S.T.) Mon. thru Fri., Lewis' rating in the 6 Coast Hooper cities has averaged 5.3 for the past 6 months. (Average in Don Lee Outside market cities is 12.0!)

To cover the Coast, this is a combination that can't be beat—FULTON LEWIS, jr. on the DON LEE NETWORK of 42 stations!

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

WGAR First and WJW Second In Cleveland Press 1947 Poll

CLEVELAND'S CBS outlet, WGAR, was the victor in the 1947 poll conducted among stations in Ohio's largest city by the *Cleveland Press*, collecting a total of 89 points and replacing last year's champion, WJW, the ABC outlet, which finished with 81½. In third place with 53 points was WTAM, the NBC station.

Readers of the *Press* gave WJW six first place awards and WGAR 5½, but WGAR collected enough additional votes in the second, third and fourth place brackets to carry off first honors.

Commenting on the outcome of the contest, Stanley Anderson, radio columnist for the *Press*, noted a trend toward discriminating dialing in readers' fondness for *Ohio Story* (WTAM), *Afternoon Concert* (WGAR), *Fairytale Theatre* (WGAR), *Serenade for Smoothies* (WGAR) and *Do You Remember* (WTAM).

Adjudged the best program was WTAM's *Ohio Story*, followed by *Clambake* (WJW), *Range Riders* (WGAR), *This Is Goodnight* (WJW) and *Harmony Ranch* (WGAR), in that order.

Under the heading of public service *Ohio Story* also ranked first. *City Club* (WGAR) was second, *Sohio News* (WTAM) third, baseball (WGAR) fourth, and *Western Reserve U. Roundtable* (WGAR) fourth.

Other Winners

Winners in the various other classifications were:

Night Week-End—1, Serenade for Smoothies, WGAR. 2, Disc Diggers, WHK. 3, Irish Program, WHK. 4, Midnight Frolics, WJW. 5, Impressions in Wax, WGAR.

Record Show—1, Ten O'Clock Tunes, WGAR (Charlie Roberts) and WHK (Fran Pettay). 2, Music Box, WJW (Brooke Taylor). 3, Disc Diggers, WHK (Pettay). 4, Bing Crosby, WHK (several). 5, Afternoon Concert, WGAR (Wayne Mack).

Male Vocalist—1, Dick O'Heren, WHK. 2, Johnny Edwards, WJW. 3, Reg Merridew, WGAR. 4, Ken Ward, WTAM. 5, Pappy Howard, WJW.

Female Vocalist—1, Judy Dell, WJW. 2, Betty Allen Dorsey, WGAR. 3, Texann, WJW. 4, Kendall Sisters, WGAR. 5, Lita Sands, WTAM.

Instrumental Soloist—1, Henry Pildner, WGAR. 2, Walter Trimmer, WJW. 3, Dorothy Crandall, WTAM. 4, Earl Rohlf, WHK. 5, Walberg Brown, WTAM.

Live Musical Program—1, Range Riders, WGAR. 2, Clambake, WJW. 3, Serenade for Smoothies, WGAR. 4, Harmony Ranch, WGAR. 5, Do You Remember, WTAM.

Studio Announcer—1, Wayne Mack, WGAR. 2, Bruce MacDonald, WJW. 3, Walt Kay, WJW. 4, Tom Manning, WTAM. 5, Brooke Taylor, WJW.

Sportscaster—1, Jimmy Dudley, WJW. 2, Tom Manning, WTAM. 3, Jack Graney, WGAR. 4, Van Patrick, WGAR. 5, Bob Neal, WGAR.

Newscaster — 1, Wayne Johnson, WTAM. 2, Jim Martin, WGAR. 3, Bruce MacDonald, WJW. 4, Murray Young, WHK. 5, Marvin Cade, WJW.

Least Offensive Commercial—1, Sohio, WTAM. 2, Ohio Bell, WGAR and WTAM. 3, Cleveland Electric Illuminating, WGAR and WHK. 4, East Ohio Gas, WGAR. 5, Rosen's Bakery, WHK and WJW.

Daytime Weekday — 1, Clambake, WJW. 2, Ten O'Clock Tunes, WGAR. 3, Range Riders, WGAR. 4, Harmony Ranch, WGAR. 5, Stumpus Boys, WJW.

Daytime Week-End—1, Big Broadcast, WHK. 2, City Club, WGAR. 3, Baseball, WGAR. 4, Taylor's Revue, WJW. 5, Allen Keaton, WJW.

Night Weekday—1, This Is Goodnight, WJW. 2, Ohio Story, WTAM. 3, Ten O'Clock Tunes, WHK. 4, Tellotest, WJW. 5, Disc Diggers, WHK.

Best Performer—1, Pappy Howard, WJW. 2, Wayne Mack, WGAR. 3, Tom Manning, WTAM. 4, Stan Peyton, WJW. 5, Walter Trimmer, WJW.

Women's Program—1, Dorothy Day, WJW. 2, Eleanor Hanson, WHK. 3, Mildred Funnell, WTAM. 4, Betty Brownell, WTAM. 5, Nancy Dixon, WTAM.

Children's Program—1, Fairytale Theatre, WGAR. 2, Charming Children, WHK. 3, Storybook Merry-Go-Round, WJW. 4, Uncle Henry's Club, WTAM.

Radio Export Report

PALESTINE imported 26,257 radio receivers in the first nine months of 1946, according to a report to the Dept. of Commerce by the U. S. Consul. Imports into Mozambique in 1945 totaled 135 receivers, according to the consul in that country. Radio exports to the countries are reviewed by the Industrial Reference Service of the Department.

PROBE OF AUSTRALIA'S RADIO SYSTEM ORDERED

INQUIRY into the business methods of the Australian Broadcasting Commission has been ordered by the Australian Cabinet following lengthy discussion of financial losses suffered by the commonwealth's national broadcasting system, the *Courier-Mail* of Brisbane reports.

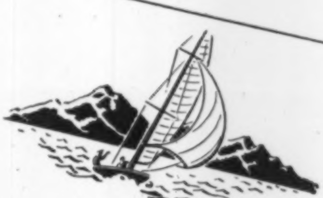
Meantime, Prime Minister Chifley announced that the Australian government would pay from consolidated revenue the ABC's estimated deficiency of £70,000 for 1946-47, or the actual operating loss up to June 30, 1947. This announcement followed a proposal that ABC's losses be financed by an increase in the listeners' license fee.

The Cabinet, the *Courier-Mail* reported, has deferred any decision on the future control of Australian stations pending a report from the investigating committee. On this committee are the director-general of information, E. G. Bonney, who is chiefly responsible for shortwave radio in Australia; P. Nette, representative of the Treasury, and A. A. Fitzgerald, an accountant associated with the States Grants Commission.

Radio stations operated by the Australian Broadcasting Commission are non-commercial and are located in the provincial capital cities and the main farming and industrial districts. There are two stations in each capital city, one broadcasting variety — musical shows and light music—and the other orchestral concerts. They also broadcast portions of the meetings of Parliament. Their presentation is much like that of BBC.

a billion dollars

. . all for fun



Each summer, some 3,000,000 people (round numbers) spend about $1,000,000,000 (which is a *lot* of round numbers) on New England vacations.

Some go boating on Nantucket Sound, close to Martha's Vineyard. Some paint pictures on Cape Cod, close to Boston. Some go mountain-climbing far up in Maine, New Hampshire, and Vermont, close to heaven.

Wherever they go, chances are they'll hear WBZ, as do more than 80% of year-round residents throughout the six New England States. (We're told that night-time listeners pick up WBZ's signal even in Kokomo or Kansas City.)

Smart advertisers are cornering their share of this rich and ready market by telling their story on WBZ.. the medium with the coverage and the following that can't be equalled in the New England community.

Vacation trade is big business in New England. But it's only one of the businesses that are swelling New England's purchasing power. And of all day-to-day necessities purchased in New England, 75% come from outside sources!

WBZ
BOSTON
WBZA
SPRINGFIELD

WESTINGHOUSE

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

"is everybody happy?"...

"For here we have a public entertainer scaling even greater heights . . . TED LEWIS like any other quality merchandise, seems to improve in value with the passing of time . . . his showmanship is invincible."

Abel Greene

— — — VARIETY

**CHARTOC-
COLMAN
PRODUCTIONS** 360 N. MICHIGAN AVENUE, CHICAGO 1, ILLINOIS

OTHER SHOWS ➧ Franklyn MacCormack's Book of Memories • Love Letters with Franklyn MacCormack • The Tex Ritter Show
The Jack Brickhouse Inside Story • In the Corner Room • Howdy Pardner with Rex Allen

Presenting the Ted Lewis Show...

½ HOUR
TRANSCRIBED
available for
local and regional
sponsorship

Here's the biggest news in radio! He's here at last! The high-hatted tragedian of song . . . . TED LEWIS, the most beloved musical personality of all time . . . in his own half-hour variety show . . . the most spectacular radio program ever transcribed!

The fabulous TED LEWIS . . . making you smile through your tears in a show of sheer enchantment . . . . in a program of musical magic . . . appealing to everybody, young or old. For TED LEWIS is an ageless performer . . . the very spirit of youthfulness that makes a sucker out of the calendar!

Here is one program where age levels, income levels, tastes and the whole works . . . are practically non-existent. TED LEWIS is *everybody's* boy. If the product you have in mind is bought and used by people . . . this show will sell them!

TED LEWIS with a great *eighteen piece* orchestra, big name vocalists, a supporting cast of top talent . . . Showmanship and the top music from today's hit parade skillfully blended with the songs from the nostalgic past. "THE TED LEWIS SHOW" HAS EVERYTHING!

Don't let any grass grow under your feet if you're interested in this show, which is headed for top rating! Play safe by writing for information about an audition record now . . . or better still, TELEGRAPH!

the guy all America loves... the real TED LEWIS, with a hat full of music, laughter and tears...in the

GREATEST MUSICAL VARIETY PROGRAM ON RECORD!

Editorial

Timely and Timeless

EVERYBODY talks about freedom of expression, but little has been done about it tangibly. The first concrete, affirmative move in that direction is the conference called here for June 26 of top level representatives of the mass media. The group meets with President Truman. They have a singleness of purpose—to evolve a means for joint action in safeguarding free expression in America.

It is appropriate for NAB President Justin Miller to take leadership in this urgent project. Radio is on the firing line. It is the first line of defense for all media, for whenever radio's freedom goes, all freedoms inevitably will follow in time.

We applaud Judge Miller's zeal in initiating this timely conference. There is nothing more basic or fundamental confronting our nation. The task is to keep what the founding fathers decreed we should have 170 years ago.

Talent Hunt

ONE OF THE most persistent criticisms of radio is its alleged failure to develop new talent, its supposed willingness to take artists already established in the theatre, concert, opera or motion picture fields and put them before the microphone without making any effort to find and train the young artists who might become tomorrow's radio stars.

The critics point to the fact that the stars and programs with today's top Hoopers are too largely the same ones who occupied the top-of-the-list positions five and ten years ago. What, these critics ask, will radio do for talent when these stars die or retire? What, they ask again, is radio doing now to insure that it will have stars of equal audience drawing power five, ten or twenty years hence?

Recognizing the criticism, BROADCASTING in its fifth TRENDS poll of station managers (page 20) asked how local live talent was recruited. Results showed that many means and much ingenuity are being used in the search. A total of 71% of all station managers queried said that they were using auditions when necessary; 59% are capitalizing on their contacts with schools; 40% conduct regular talent searches while others use recordings, contact little theatre groups and other places of entertainment. Comparatively few of the managers, about 4%, get talent from booking agencies.

An attempt to answer critics was sponsored a few weeks ago by the Radio Executives Club of New York which conducted a new talent contest. The four winners, just starting on radio careers, were found by the judges to possess talent which seemed to point to stardom.

There are some things in radio which can be done properly only in the major talent centers, such as New York and Hollywood, but those are mainly the program ideas which require experienced artists to put them over. This new talent search is not one of those. It is the sort of thing that should be done by broadcasters in every community.

The REC deserves a pat on the back for focusing attention on the problem. It behooves radio to do everything in its power to bring promising youngsters to the fore so that there will always be new talent to climb the rating heights when the oldtimers falter.

Free or Forgotten

THIS WEEK hearings get under way on the White Bill (S-1333) to amend the Communications Act of 1934. Where it will go, if anywhere, depends upon whether promises will be kept or broken. As now written, the bill does not please those who live by radio or those who regulate radio.

But the need for remedial legislation is generally accepted. Neither the FCC nor the broadcasters would ever agree upon the identical bill, or upon the identical national policy.

The White Bill must serve as the legislative vehicle. That means that broadcasters must attack it in certain particulars. So will the FCC. Perhaps that is what Senator White wants, in the hope of getting reasonable legislation.

What guideposts exist for legislation? We must turn to the major political parties. President Truman is the spokesman for the Democratic party. On July 3, 1945, in a letter to BROADCASTING, he called for a radio "as free as the press." He espoused "regulation by natural forces of competition" rather than "rigid Governmental regulation." He advocated "a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitations of facilities."

Senator White is a Republican—the majority leader of the Senate. What does his party stand for in radio? In 1940, the last pre-war year, the Republican convention adopted a "free radio" plank in its platform. It reads:

> **The principles of a free press and free speech, as established by the Constitution, should apply to the radio. Federal regulation of radio is necessary in view of the natural limitations of wave lengths, but this gives no excuse for censorship. We oppose the use of licensing to establish arbitrary controls. Licenses should be revocable only when, after public hearing, due cause for cancellation is shown.**

These are credos, then, of the two major political parties. They are identical on the main theme—that radio should be maintained "as free as the press."

Does the White Bill achieve that goal? Does it meet the minimum requirement of the radio plank in the platform of his party? Is the FCC functioning under such a mandate from the Chief Executive or from the Congress?

The answers on both counts are obvious.

So both parties call for a radio "as free as the *press.*" That is radio's cue—it asks simply for that which has been promised and pledged. Such a radio cannot be servile, or brow-beaten. It cannot be a radio which feels it must delicately balance commercial programs against sustaining, or throw open its books, or be told what it can or cannot broadcast.

The White Bill is complicated. Its author contends it will achieve many things which broadcasters long have sought. But the legislative experts argue that it falls far short, and, in some respects confuses an already muddled regulatory chaos.

The outcome of the hearings on the White Bill will determine whether a radio "as free as the press" is a mandate from the major parties in our Democracy or a will 'o the wisp.

ALWAYS in character, Jimmy Petrillo has asked for and received from his membership in convention at Detroit authority to halt all radio recording by his musicians when current contracts expire Dec. 31. That would be his retaliation against the Taft-Hartley Bill, now awaiting Presidential action, and the "disc jockey" trend. We can't conceive of any swifter means of encouraging organization of an independent musicians' union, or maybe even one under CIO auspices.

Our Respects To—

RICHARD ALFRED BOREL

THOUGH DICK BOREL has been in radio since 1933, he says he learned more about the medium in the three and a half years he was in the Army than in all the time spent at WBNS Columbus, where he is station manager.

In his Army years, 1942-46, he became a radio listener, and consequently developed the listener's perspective. When he returned to WBNS last year his immediate idea was to design a program schedule that would more than ever serve the community, provide an outlet for new local talent and at the same time present a high grade of radio entertainment. His sincerity and ability are carrying his plans through to success.

Mr. Borel began his business career in the credit department of the Ohio National Bank, Columbus, and from there went to WBNS as business manager. Two years later, in 1935, he became general station manager. During his career with WBNS he has watched the staff grow from 13 to 84.

Vitally interested in FM, he believes it is "the superior method of broadcasting and one which may eventually replace the present system." He substantiates this belief by pointing to the increasing development of the WBNS sister station, WELD, pioneering FM station in Ohio. With a gradual change from AM to FM during the coming five years, Mr. Borel foresees little conflict between the two systems.

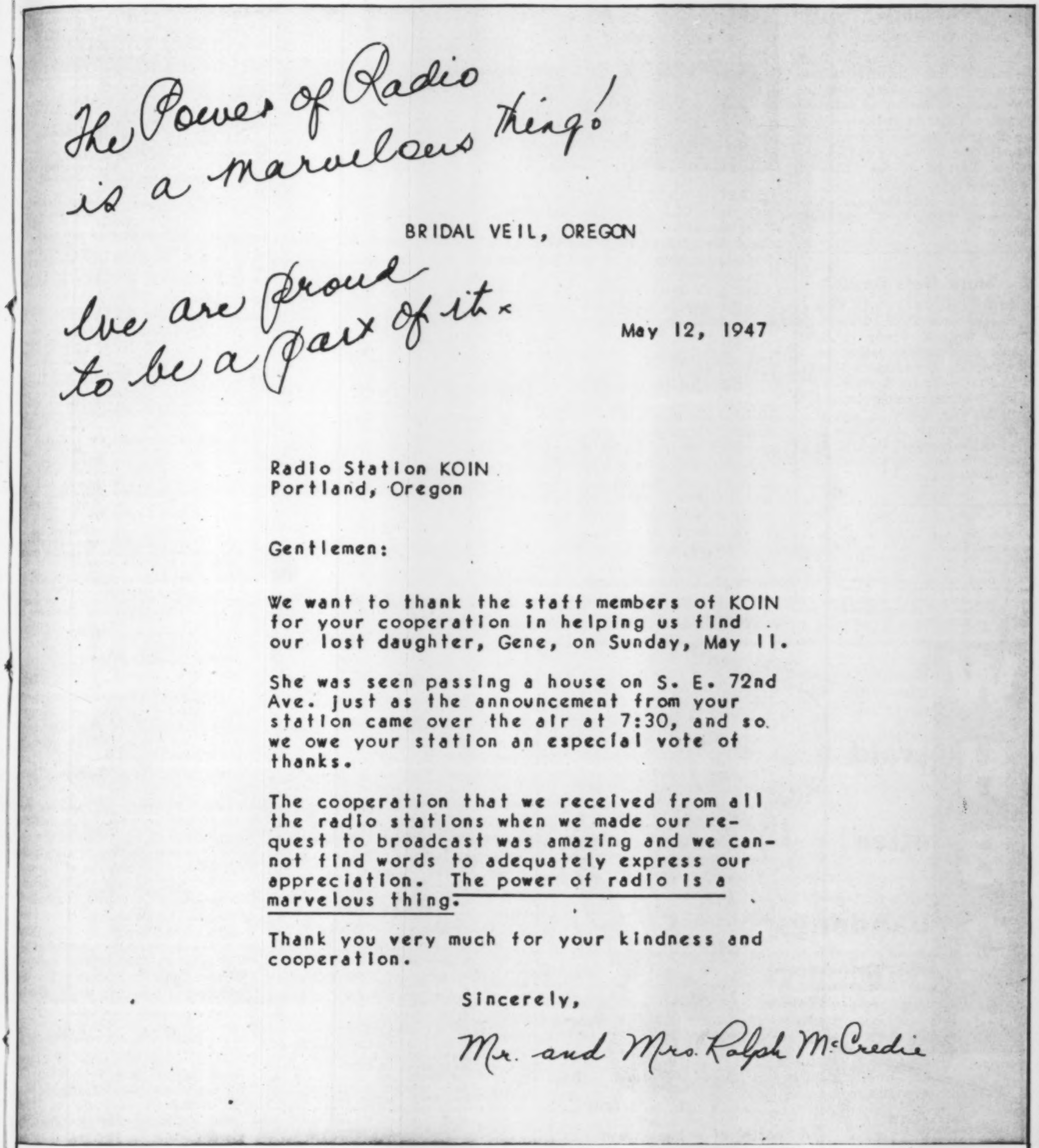
Following through on his public service ideas, Mr. Borel takes an active part in civic affairs around Columbus. He is a member of the board of directors of the Columbus Boychoir School, a member of the board of trustees of the Columbus Academy, a trustee of the Veterans' Memorial Building Committee of Franklin County, and a member of the board of directors of the Society for Preservation of Barbershop Quartet Singing in America.

Besides liking to sing in barbershop quartets, his musical talents find other outlets, especially in playing the trumpet. He is an accomplished trumpet player, and spends every available minute playing new musical instruments as well as listening to them.

Dramatics is another hobby. He took part in many plays and productions at Ohio State U., where he was enrolled in the College of Commerce. He was president of the Scarlet Mask dramatic group and a member of the Strollers, Sphinx, Beta Gamma Sigma, Sigma Alpha Epsilon, and Phi Beta Kappa.

He now belongs to the Columbus Athletic Club and the University Club, and is a member of the CBS Affiliate Board, District 6.

(*Continued on page 60*)



The Power of Radio
is a marvelous thing!

BRIDAL VEIL, OREGON

We are proud
to be a part of it.

May 12, 1947

Radio Station KOIN
Portland, Oregon

Gentlemen:

We want to thank the staff members of KOIN for your cooperation in helping us find our lost daughter, Gene, on Sunday, May 11.

She was seen passing a house on S. E. 72nd Ave. just as the announcement from your station came over the air at 7:30, and so we owe your station an especial vote of thanks.

The cooperation that we received from all the radio stations when we made our request to broadcast was amazing and we cannot find words to adequately express our appreciation. The power of radio is a marvelous thing.

Thank you very much for your kindness and cooperation.

Sincerely,

Mr. and Mrs. Ralph McCredie

KOIN

A
Marshall Field
STATION

PORTLAND
OREGON

CBS

AVERY-KNODEL, Inc., National Representative

Respects

(*Continued from page 58*)

In the Army Mr. Borel rose from the rank of first lieutenant to lieutenant colonel. Working with the War Dept., he served as assistant executive officer of military training of Army Service Forces, later transferring to the legislative and liaison division of the Office of Chief of Staff.

He and his wife, Margaret, have two sons, Richard, 3, and William, 1.

Stork Gets Assist

FRANTIC CALL to WKZO Kalamazoo, Mich., from a local hospital trying to locate an expectant father resulted in immediate action. The father-to-be, Merle Fowler, who was riding around in his car, heard a special WKZO bulletin asking him to go to the hospital. He arrived there in time to welcome a seven-pound son.

Coast Guard Show

A SPECIAL half hour Coast Guard broadcast June 23, 12:30 to 1 p.m. on MBS will feature Lawrence Welk and his orchestra. Program will be slanted toward high school recruiting for the service and will have a Coast Guard guest and story of the week. Show will be produced by Newell-Emmett, New York, for Mutual.

ON SIXTH ANNIVERSARY of Radio Programas de Mexico, employes with more than five years of service who received gold rings from RPM directors included (l to r): Homero Rios D., in charge of advertising department; Rosa Cantu Lara de Lavin, cashier; Horacio Nino Medina, accountant and assistant manager; Clemente Serna Martinez, vice president and general manager; Ernesto R. Chapa, secretary, and Antonio E. Ontiveros, assistant manager. Radio Programas de Mexico was founded in 1941 by Emilio Azcarraga, aided by Senor Martinez. Senor Azcarraga has been attending the International Telecommunications Conference in Atlantic City.

Beville Heads RRC

HUGH M. BEVILLE Jr., NBC director of research, was elected president of the Radio Research Council at a meeting held last week in New York. The retiring president is Wilson J. Main, research director of Ruthrauff & Ryan, New York. Also named at the meeting were Edward Evans, ABC director of research, vice president, and Dr. Herta Herzog, director of radio research, McCann-Erickson, New York, secretary-treasurer.

Broadcasters Form Assn. in Louisiana

James E. Gordon, WNOE, Elected President; Board Chosen

BROADCASTERS of Louisiana formed a state organization called the Louisiana Assn. of Broadcasters at an all-day session June 3 at International House, New Orleans, and elected James E. Gordon, general manager of WNOE New Orleans, president.

Mr. Gordon

Roy Dabadie, WJBO Baton Rouge, was chosen vice president and Fred Weber, of WDSU New Orleans, secretary-treasurer. The three officers also are members of the board. New association also elected to the board three other members—T. B. Lanford, KRMD Shreveport, B. Hillman Bailey Jr. KSIG Crowley, and George Thomas, KVOL Lafayette.

LeGate Speaks

Guest speaker was James M. LeGate, general manager of WIOD Miami and past president of the Florida Assn. of Broadcasters.

Attending the meeting, besides the officers and board members already mentioned, were:

Frank Ford Jr., KENT Shreveport; Dave Morris, KTBS Shreveport; Kenneth K. Kellam, KWKH Shreveport; H. V. Anderson and F. R. Gibson, KLOU Lake Charles; A. Stanford Dudley, KWSL Lake Charles; David Wilson, KPLC Lake Charles; Douglas L. Manship, WJBO Baton Rouge; Earl H. Smith, WLCS Baton Rouge; I. I. Femrite and D. H. Costillo, KANE New Iberia; George I. Maston and E. Levy, KPDR Alexandria; Frank Conwell, KCIL Houma; Robert N. Dumm, KNOE Monroe; W. H. Jones, KOLA Opelousas; Harold Wheelahan and Ted Fontelieu, WSMB New Orleans; H. F. Wehrmann, WTPS New Orleans; Stanley W. Ray Jr. and George A. Mayoral, WRCM-WJMR New Orleans; Howard Summerville, WWL New Orleans; Charles Carlson, WJBW New Orleans, and Ralph Steetle, WLSU Baton Rouge.

J. C. Liner Sr., KMLB Monroe, and C. L. McDonald, KWCJ Natchitoches, who were unable to attend, wired their approval of the formation of the association.

WHBQ MEMPHIS

We Herald Better Quandongs*

*Quandong—
a peach
—sez Webster

• WHBQ

Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station.

—Memphis advertisers know Memphis media. Buy where they buy.

A "peach" of an announcement on a "peach" of a station will cause customers to "cling" to your product or service. WHBQ turns the heads and opens the pocketbooks of customers.

Call RAMBEAU

New York • Chicago • Hollywood

MANAGEMENT

CLAYTON J. BODDY, sales manager of WLOB Claremont, N. H., has been named station manager. He will continue to handle sales in addition to new duties.

PURNELL H. GOULD, general manager of KSDJ San Diego, has resigned that position. He has not announced his future plans.

JAMES P. O'BRIEN, sales executive with WTTM Trenton, N. J., has been appointed executive assistant to **PAUL ALGER**, station's general manager.

JAMES D. SHOUSE, president of Crosley Broadcasting Co. and WLW Cincinnati, has been elected president and board chairman of Cincinnati chapter of Foreign Policy Assn.

JOSEPH M. BRYAN, president of Jefferson Standard Broadcasting Co. and **CHARLES H. CRUTCHFIELD**, vice president of that firm and general manager of WBT Charlotte, N. C., have received invitations from President Truman to be in Washington June 18-20 for the President's Highway Safety Conference. Both Mr. Bryan and Mr. Crutchfield are members of board of governors of North Carolina State Committee for Traffic Safety Inc.

PALMER K. LEBERMAN, captain in USNR and president of WGYN New York, has been awarded the Legion of Merit for outstanding services rendered while in charge of procurement and distribution of electronic equipment while serving in Bureau of Ships of Navy Dept. in Washington, D. C.

G. S. WASSER, general manager of KQV Pittsburgh, has been appointed radio chairman of Community Chest Campaign Publicity Committee.

JOHN E. FETZER, managing director of WKZO Kalamazoo, and WJEF Grand Rapids, Mich., has been elected to board of directors of Kalamazoo Chamber of Commerce.

Club Meet

INTERNATIONAL RADIO CLUB, an organization of some 500 station members for the promotion of closer relationships between communities, will hold its first post-war convention in Miami Beach, Fla., and Havana, Cuba, July 10-21. Club will convene in Miami Beach for four days of "preconvention" events before leaving for Havana to be guests of the Cuban National Tourist Commission for five days. Highlight of the convention will be the ninth annual Radio Queen Coronation to be held July 19 at Havana's Hotel Nacional. Twenty-five radio queens selected by stations throughout the Southeastern states will compete in the finals in Havana for the selection of the 1947 Radio Queen.

Hull Heads AIEE

BLAKE D. HULL, chief engineer, Southwestern Bell Telephone Co., St. Louis, was elected president of the American Institute of Electrical Engineers for the year beginning Aug. 1, 1947, at the annual meeting of the institute held in Montreal on June 11. Other officers elected were: G. W. Bower, Haddonfield, N. J., J. H. Berry, Norfolk, Va., I. M. Ellestad, Omaha, D. I. Cone, San Francisco, and D. G. Geiger, Toronto, vice presidents; W. L. Everitt, Urbana, Ill., A. C. Monteith, East Pittsburgh, Pa., and Elgin B. Robertson, Dallas, directors, and W. I. Slichter, New York, treasurer.

★

For Truly Fine Sound Recording

Professional Recordists Recommend . . .

Sapphire Recording

audiopoints

Designed for the professional - Guaranteed to do a professional job

With These *Three* Outstanding Features

- INDIVIDUALLY DISC-TESTED ON A RECORDING MACHINE.
- EXPERTLY DESIGNED TO INSURE PROPER THREAD THROW.
- A PRODUCT OF THE MANUFACTURER OF AUDIODISCS — AMERICA'S LEADING PROFESSIONAL RECORDING BLANKS.

Professional recording engineers know, from years of experience, that Sapphire Recording Audiopoints offer the ultimate in recording styli. Made by skilled craftsmen to most exacting specifications and individually tested in our laboratories, these Audiopoints are of consistent fine quality.

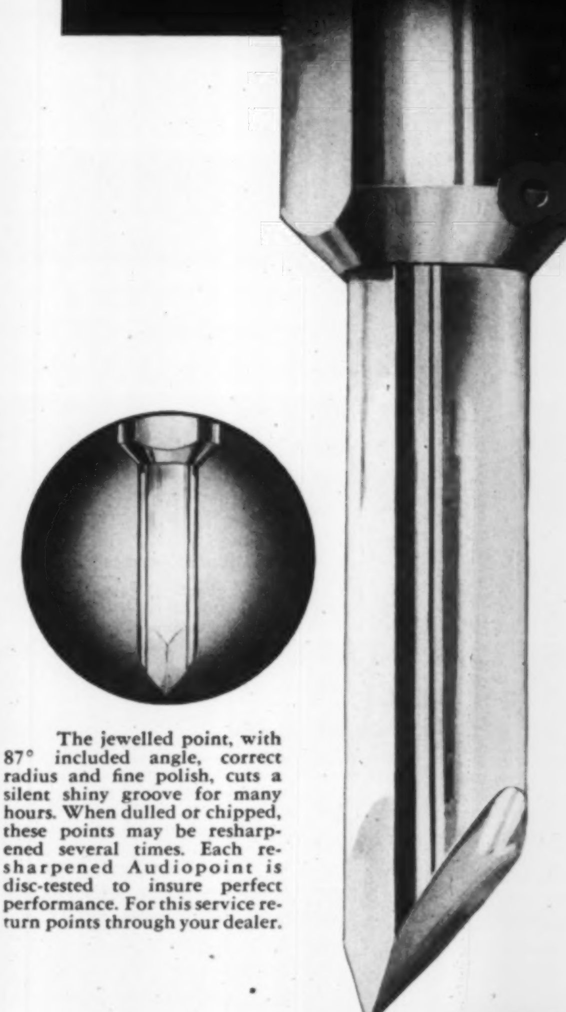
A good recording stylus requires a perfectly matched playback point. The Sapphire Audiopoint for playback fills this need completely. In materials, workmanship and design, it is the finest playback point obtainable. (Should not be used on shellac pressings.)

These Audiopoints are protectively packaged in handy cellophane covered cards—cards that are ideally suited for returning points to be resharpened.

OTHER POPULAR AUDIOPOINTS, that complete a full line of recording and playback styli, are: Stellite Recording Audiopoint, a favorite with many professional and non-professional recordists; Diamond-Lapped Steel Audiopoint, a recording stylus particularly adapted for non-professional recordists; Playback Steel Audiopoints, the most practical playback points for general use. One hundred per cent shadowgraphed.

Although they are the finest styli available, Audiopoints are reasonably priced. Compare them, both in performance and price, with any other Styli on the market. See your Audiodiscs and Audiopoints distributor or write

AUDIO DEVICES, INC.
444 Madison Ave.,
New York 22, N. Y.



The jewelled point, with 87° included angle, correct radius and fine polish, cuts a silent shiny groove for many hours. When dulled or chipped, these points may be resharpened several times. Each resharpened Audiopoint is disc-tested to insure perfect performance. For this service return points through your dealer.

audiopoint
RECORDING
SAPPHIRE
LIST PRICE $7.25

RADIO DIPLOMACY
Situation in Hand as WCAU Man Wins WFIL Contest

THE DIPLOMATIC and press corps of two rival Philadelphia stations and newspapers had a problem on their hands last week.

It grew out of the WFIL 1947 Voices of Tomorrow contest which the *Philadelphia Inquirer* station has been conducting in connection with the newspaper's gigantic Musical Festival. Top male honors in the Voices' competition went to a WCAU - *Evening Bulletin* performer, Andrew Gainey, who with his wife conducts *At Home with the Gaineys* 9-9:45 a. m. Mon.-Fri. over WCAU.

Officials of both outlets handled the situation gingerly but all were happy that a contest could be so fairly handled that it could be won by an employe of a rival.

Radio Writing Newcomers Given Advice By NBC Production Man in New Volume

PROFESSIONAL RADIO WRITING by Albert R. Crews. Houghton Mifflin Co., Boston ($4.00), 442 pages.

NEWCOMERS to the field of radio writing should receive some valuable guidance and information from Albert Crews' latest book, which explains the special requirements of writing for radio and tells the aspiring writer what to do and how to do it.

Giving advice and instruction is no new endeavor for the author, who was in the teaching field long before he entered and achieved success in the commercial radio field. After his graduation from DePauw U. in 1929, Mr. Crews taught journalism and did newspaper work for awhile before attending Northwestern U. for graduate work in speech and drama. He became head of Northwestern's new department of radio in the School of Speech in 1936, and remained in that capacity until 1943, when he became a production director for NBC. He has written several full-length stage plays, many dramatic radio programs and a previous book, *Radio Production Directing*.

Writers, according to the author, are sometimes put into three classifications: (1) The one who writes purely for the sake of eating. "This type," says Mr. Crews, "does uninspired hack work which fails to furnish him the stimulation he needs to do something better." (2) Propagandists or crusaders. They, according to the author, are concerned with writing, not as an end in itself, but as a means of promoting some idea to which they have dedicated themselves. Nearly all radio speakers, exclusive of commentators, come into this category, claims Mr. Crews. (3) Finally, there is the observer-reporter-interpreter group, which, in the opinion of the author, "represents the highest ideals and attainments of the profession." Which of these categories you fall under doesn't matter, says Mr. Crews, so long as you are doing the best job of which you are capable within your field.

"The writer's job is threefold," says the NBC production director. First, he must have something to say. Second, he must say it effectively, and third, he must find an audience. Without any one of these, he adds, good writing does not fulfill its greatest promise. Emphasizing that the writer's life is demanding like a doctor's, he says, "The writer can never entirely divorce himself from his work. It will color his social life, his philosophy, his religion, his friendships, even his relations with his own family."

How to Get Start

Advising beginners how to break into the field, Mr. Crews points out that there are several roads into the business: (1) Getting into the continuity department or any job in a local station. (2) Writing sustaining programs for local civic groups or community organizations and thus breaking into the station. (3) Working for an advertising agency. (4) Freelancing. From this final group, says the author, comes the bulk of radio writing aired every day. Freelancing may be the best approach, he says, if the writer has a small stake, and is willing to gamble a certain amount of time in getting started.

Then, to help the beginner make up his mind, the author lists what he considers the advantages and disadvantages of the profession.

In the final analysis, though, Mr. Crews encourages the entry of young blood, for as he says in winding up his preface, "There has never been a time in the history of the world when interpreters of the current scene who are honest, sane, courageous, and clear-seeing, were so badly needed. And there has never been a time when writers who could meet that challenge have had available such a satisfactory medium in which to work."

MBS News Spots

ARTHUR GAETH, MBS commentator, effective June 23 switches from his Mon. through Fri. 10-10:15 a. m. news program to the MBS 11-11:15 p. m. *All The News* program. Effective June 23 the Mutual morning news periods will be as follows: At 9 a. m. the *Editor's Diary* news review with Henry La Cossitt; at 10 a. m., Cecil Brown delivers his digest of worldwide news; at 11 a. m., Victor H. Luidlahr presents food news notes.

A
TRUSCON
RADIO
TOWER
supports the
FM
antenna at
WROL

★ Typical of Truscon advancements to meet the newest requirements in radio is this tower for the Stuart Broadcasting Company, Knoxville, Tenn.

This is a Truscon Self-Supporting Tower supporting an 8-bay FM antenna.

To meet varying conditions and requirements in any installation, Truscon Radio Towers are available in guyed or self-supporting types, either tapered or uniform cross section, and can be built to any height for AM or FM service.

Call in Truscon engineers during the early stages of your plans for antenna installations. Their experience assures satisfactory, trouble free operation today—tomorrow—and during the years to come. Truscon can help toward the correct antenna decision—toward orderly and efficient transition to the newest in radio.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

YOU MAY BE ABLE TO SWIM 413 FEET UNDER WATER*—

BUT . . .
YOU'LL BE SUNK IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

There's an "undertow" (a radio fading condition) in Western Michigan that "drowns" broadcasts originating outside the area. Even 50,000-watt *outside* stations are unable to get around this condition. The unavoidable result is that the local listeners tune in their "home" stations that come through loud and clear.

Their *first* choice is the WKZO-WJEF combination in Grand Rapids-Kalamazoo. The most recent Hooper Report is proof of the overwhelming popularity of this CBS combination in Western Michigan. It proves conclusively that no matter which audience you're interested in; morning, afternoon or evening; your message is heard by far more people when you use WKZO-WJEF. No other station or, for that matter, no other network has anywhere near the total audience.

We will be glad to send you this interesting report, or you can ask Avery-Knodel for the full particulars.

** John Howard did it in 2 minutes and 35 seconds in Chicago in 1938.*

WKZO
first IN KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

WJEF
first IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

BOTH OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

AGENCIES

JOHN ALDEN, vice president and Pacific Coast manager of The Biow Company, has transferred from San Francisco to agency's New York office. **KEITH BABCOCK**, former head of the Detroit office of BBDO, has joined Biow as creative head of Pacific Coast offices. He will headquarter in San Francisco.

WILLIAM D. TYLER, former creative head of Doherty, Clifford & Shenfield and former creative group head of Foote, Cone & Belding, both of New York, has joined Chicago office of Dancer-Fitzgerald-Sample, as a copy supervisor.

SIDNEY J. ABELSON, formerly with print copy department of Franklin Bruck Adv., New York, has joined Compton Adv., New York, in same capacity.

DEUTSCH & SHEA, New York, next month will release "Report of Radio and General Magazine Merchandising Aids," which will include information on number of media offering concrete merchandising assistance, quantity and form of merchandising assistance available, services charged to advertisers and minimum contract requirements, if any.

MARTIN WORK, production supervisor of Young & Rubicam, Hollywood, June 23 takes over production of five-weekly ABC "What's Doin' Ladies," thus cancelling his plans to spend next two months in New York home office.

BRISACHER, VAN NORDEN & STAFF has moved Los Angeles offices to new building recently completed at 1133 Crenshaw Blvd.

PAULA FOX, formerly in foreign film department of Paramount Pictures, London, has joined public relations and publicity department of J. M. Mathes Inc., New York.

GARFIELD CO., new Salt Lake City agency, has established offices in The Atlas Bldg. **PETER N. GARFIELD**, formerly of Salt Lake City Tribune and Telegram, and **JEROME H. GARFIELD**, formerly of Selznick International Studios, Hollywood, head new firm.

D. C. HIGHT, vice president and director of McCann-Erickson, Detroit, has resigned to become president of Tractor Distributors Inc., Los Angeles (Ford tractors, farm implements).

ALBERT S. WHITE, former copy chief of McCann-Erickson, Los Angeles, has joined Mogge-Privett Inc., that city, as vice president in charge of creative activities.

ELLIOTT V. BOGERT, former account executive of Davis & Co., Los Angeles, has joined Glasser-Gailey Inc., that city, in similar capacity.

ERIC BELLINGALL, former copy chief of The Biow Co., San Francisco, has shifted to copy department of Honig-Cooper Co., that city.

LOWELL SMITH, former account executive of The Tullis Co., Hollywood, has joined Harry J. Wendland Adv., Los Angeles, in similar capacity.

THOMAS K. BUNDE, former account executive of Conners Co., Hollywood, has joined John Whitehead & Assoc., Los Angeles, in similar capacity.

JAMES F. BEEBE and **LORAINE ENGLIN** have joined Pat Patrick Co., Glendale, Calif., as account executives.

THOMAS H. A. LEWIS, vice president in charge of radio and manager of Hollywood operations for Young & Rubicam Inc., will address Adv. Assn. of the West annual convention at Sun Valley, Ida., June 26 on "Current Trends in Commercial Programming."

GEORGE DIPPY and **E. SMITH** of Young & Rubicam Inc., New York merchandising division, will arrive in Hollywood late in June to confer with distributors and dealers on new fall merchandising plans for Borden Co.

GORDEN F. BAIRD, who has been with Walter Weir Inc., New York since December 1946, has been elected a vice president of that agency.

SIGRID HEDIN, formerly with Compton Adv., New York, has joined the executive staff of Dorland Inc., New York.

THOMAS R. BROWN, former assistant to secretary and treasurer of Compton Adv., New York, has joined Kudner Agency, as general assistant to **H. R. TITMAN**, comptroller.

SYDNEY D. RITTER, freelance radio writer and producer, has joined Dundes & Frank Inc., New York, as director of radio.

BRAMMER BINDER, freelance script writer, has joined Kenyon & Eckhardt, New York, as a radio copywriter.

HAROLD E. ROLL, director of promotion-publicity for KFAB Omaha, resigns July 1 to establish own advertising agency, The Harold E. Roll Co., in City National Bank Bldg., Omaha. Mr. Roll has been with KFAB since 1943 and was director of promotion-publicity for KOIL KFAB and KFOR when the stations were under one ownership. In 1945 when KFAB began operation under separate ownership, he continued with that station.

GORDON HUGHES has been assigned Hollywood producer of Compton Adv. Inc. on CBS "Guiding Light" daytime serial revived by Irna Phillips. Procter & Gamble Co. is sponsor.

ANN STELL, assistant production manager of Seidel Adv., New York, has been promoted to space buyer for agency.

BEATRICE BERKE, former timebuyer at Huber Hoge & Sons, New York, has joined Charles Michelson Inc., New York.

EVA KIELY, formerly with Chicago branch of Associated Products Inc., has joined research and merchandising staff of Earl Ludgin & Co., Chicago.

RICHARD CRISP, sales analyst of S. C. Johnson & Son Inc., Racine, Wis., has been appointed market research director of Chicago office of Tatham & Laird Inc.

JONES FRANKEL Co., Chicago, has moved offices from 43 E. Ohio St. to 190 N. Wabash Ave.

C. J. MULLEN, former radio copy chief of Pedlar & Ryan, New York, has joined Chicago office of Dancer-Fitzgerald-Sample, as a copywriter.

DONALD F. PHILP, veteran in Canadian and U. S. advertising, has joined Albert Jarvis Ltd., Toronto, as vice president.

CLARA PURDON, formerly with Catherine Blondin Assoc., New York, has joined Green-Brodie Adv., New York.

WILLIAM E. GARRISON has been named client contact in public relations department of Gray & Rogers, Philadelphia.

REX WEBSTER, former commercial manager of WFYO Lubbock, Tex., has joined Buckner-Craig Adv., that city, as partner and head of radio production and promotion. Firm is now known as Buckner, Craig and Webster Adv.

STREET & FINNEY, New York, June 1 resigned the account of McCormick & Co., Baltimore.

Lyon Realigns Radio

LYON VAN & STORAGE Co., Los Angeles, in a re-alignment of advertising plans is concentrating on service programs in key areas, and on June 2 started for 52 weeks sponsoring twice weekly on KFRE Fresno, KGW Portland, KVI Tacoma, KXLY Spokane, KGO San Francisco, KPO San Francisco, with daily participation in combined *Sunrise Salute* and *Housewives Protective League* on KNX Hollywood. In addition, firm uses spot announcement schedule on stations in California, Washington and Oregon. Agency is Smalley, Levitt & Smith Adv., Los Angeles.

Floyd Farr Will Manage New Outlet at San Jose

FLOYD FARR, formerly assistant program manager of KPO San Francisco, has been made general manager of KEEN, new 1-kw San Jose, Calif., station on 1370 kc which plans to start operating June 21. Station licensee is United Broadcasting Co.

Mr. Farr

George Snell, also formerly of KPO, has been appointed program manager of new station. Jack Riaska, formerly of CIAA San Francisco and prior to that on staff of KLO Ogden, Utah, is production manager of KEEN Chief engineer is John S. Stevens, formerly of KGEI San Francisco, shortwave station.

Technicians include Lee Johnston and James Deach, formerly of United Airlines and KBEL Red Bluff, Calif., respectively. Thomas Duggan, formerly of KIST Santa Barbara, has been made senior announcer. Trula Hart, formerly of KIDO Boise and KPO, is in charge of women's programs. Announcers include Palmer Lee, Edward Marion and Robert Rexroad. Dora S. Long is office manager.

Comedy Agency

THE FIRST comedy agency, for comedians and comedy writers, has been opened by the National Laugh Week Foundation at its office, 347 Madison Ave., New York. The Foundation, which conducts a free gagwriters' institute for ex-GIs, and publishes the trade journal, *Humor Business*, will feature a collaborators' exchange for comics and gagwriters. It also will sponsor a theatre for comedy to showcase comedians and writers.

FRANCIS W. HATCH, vice president of Batten, Barton, Durstine & Osborn Inc., Boston, has made his debut as a balladeer on *Yankee Kitchen* over WNAC and Yankee Network. He plays his own accompaniment to ballads dealing with Maine traditions.

you're in good company on KMPC*

Albers Milling Co.
Bulova Watch Co.
Firestone Tires
Langendorf Bread
Luer Packing Co.
Milani Foods
J. J. Newberry
Oldsmobile
Pacific Telephone & Telegraph
Pacific Wine Co.
Ralston-Purina
Rexall Drug Co.
Rit Dye
Santa Fe Wines
Swift and Company

KMPC*

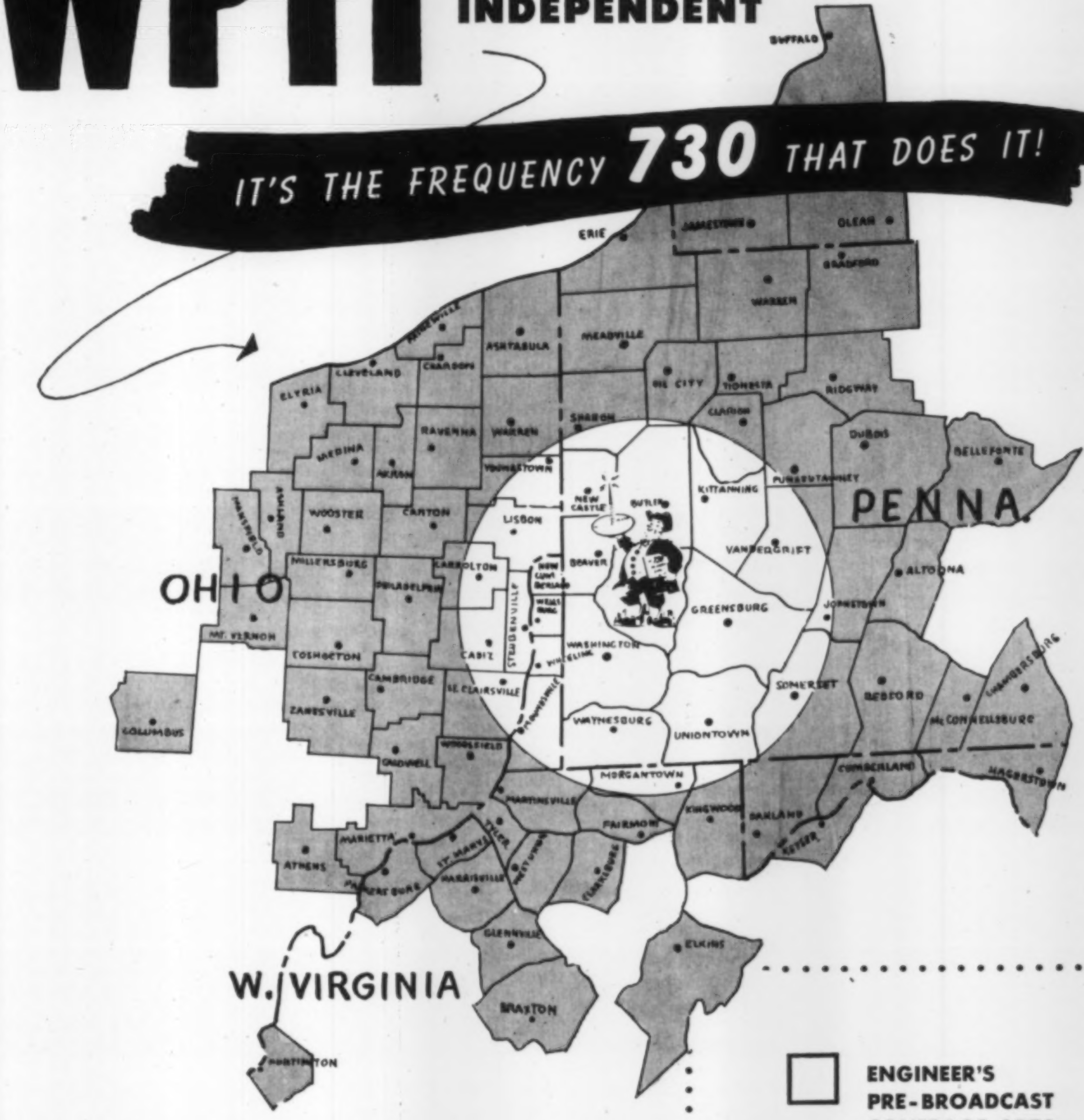
710 KILOCYCLES • LOS ANGELES
G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYMER COMPANY

*People's Choice

WPIT

**PITTSBURGH'S
POWER-FULL
INDEPENDENT**

IT'S THE FREQUENCY **730** THAT DOES IT!


BUFFALO
ERIE
JAMESTOWN
OLEAN
BRADFORD
WARREN
MEADVILLE
ASHTABULA
PAINESVILLE
CHARDON
CLEVELAND
ELYRIA
OIL CITY
TIONESTA
RIDGWAY
SHARON
CLARION
RAVENNA
WARREN
MEDINA
AKRON
YOUNGSTOWN
DUBOIS
BELLEFONTE
PUNXSUTAWNEY
KITTANNING
NEW CASTLE
BUTLER
PENNA.
ASHLAND
MANSFIELD
WOOSTER
CANTON
LISBON
VANDERGRIFT
ALTOONA
BEAVER
CARROLTON
NEW CUMBERLAND
MILLERSBURG
OHIO
PHILADELPHIA
WELLSBURG
GREENSBURG
JOHNSTOWN
MT. VERNON
STEUBENVILLE
CADIZ
WASHINGTON
WHEELING
COSHOCTON
CAMBRIDGE
ST. CLAIRSVILLE
MOUNDSVILLE
SOMERSET
BEDFORD
CHAMBERSBURG
McCONNELLSBURG
ZANESVILLE
WAYNESBURG
UNIONTOWN
COLUMBUS
WOODSFIELD
CALDWELL
MORGANTOWN
CUMBERLAND
HAGERSTOWN
MARTINSVILLE
FAIRMONT
KINGWOOD
OAKLAND
KEYSER
MARIETTA
TYLER
ST. MARYS
WEST UNION
ATHENS
PARKERSBURG
HARRISVILLE
CLARKSBURG
GLENVILLE
ELKINS
W. VIRGINIA
BRAXTON
HUNTINGTON

☐ **ENGINEER'S PRE-BROADCAST COVERAGE AREA**

▨ ***ACTUAL WPIT MAIL PULL COVERAGE***

(First two weeks of operation)

WPIT COVERS OVER 80 COUNTIES IN 5 STATES, SERVING OVER 9,000,000 PEOPLE

JOHN J. LAUX Managing Director

WPIT
MORNING TO NIGHT

BOULEVARD of the ALLIES & SMITHFIELD ST.
TELEPHONE GRant 0794
PITTSBURGH, PA.
1000 WATTS JOHN L. MERDIAN GENERAL MANAGER

THE FRIENDLY GROUP

• WPIT • WSTV • WFPG • WKNY •

National Representative
JOSEPH H. McGILLVRA, INC.
Los Angeles • Chicago • New York

KSO
DES MOINES

The Best Buy in
Central Iowa

CBS

. . . THE ONLY
CBS STATION
SERVING
IOWA'S FIRST
MARKET

Response-Rated Shows
Are Exclusive
on KSO

Ask the nearest Headley-Reed representative for the fact-full KSO story. You'll be impressed!

KSO
5000 WATTS-BASIC CBS
MURPHY BROADCASTING COMPANY
Kingsley H. Murphy
PRESIDENT
George J. Higgins
GENERAL MANAGER
Headley-Reed Co.
NATIONAL REPRESENTATIVES

SHEPARD TRIBUTE
Affiliates of Yankee Network Honor Board Chairman

John Shepard III, (l), receives scroll from Earle Clement on behalf of Yankee Network station managers.

* * *

YANKEE NETWORK affiliate stations paid tribute to their board chairman, John Shepard III, by presenting him with a scroll following a Yankee affiliate meeting June 4 at Boston's Algonquin Club. Earle Clement, station manager, WHAI Greenfield, Mass., represented the 23 station managers in making the presentation. Text of the scroll is as follows:

> **"To John Shepard 3rd. We, the undersigned affiliates and station managers of the Yankee Network, are firmly convinced that no amount of artistry employed for the purpose of embellishment could improve upon our simple sincerity in thinking of you.**
>
> **Therefore, let it be but for you recorded from us; that we are grateful for this, our splendid association, that we are proud of your achievements, that we are mindful of our good fortune to have you as our leader, and finally, that we join in the universal thought concerning you—which is that you are one inspired with the spirit of the pioneer who has gained the respect of your fellow-man by honesty, integrity and fair play."**

Flight Instruction Firm Campaign Includes Radio

NATIONAL Flight System, Los Angeles (packaged flight instruction), has appointed John Whitehead & Assoc., that city, to handle $100,000 advertising campaign, according to Robert Pike, NFS president. Radio will be used, agency reports.

Six distributors franchised by parent organization also have retained Whitehead agency to handle advertising, including Pacific Pilots Plan, Los Angeles, San Diego, San Francisco; Tri-County Flight Agency, Fresno, already using local thrice-weekly program on KMJ; Orange County Agency, utilizing five-weekly program on KVOE Santa Ana; Kern County Flight agency.

Cunningham Promoted

TERRY P. CUNNINGHAM, sales manager for the Home Radio Division of Colonial Radio Corp., a Sylvania Electric Products Inc. subsidiary, has been appointed advertising manager of the Radio Tube, Electronics and International Divisions of Sylvania.

1½ MILLION LISTENERS ADDED, WINS ESTIMATES

WHEN WINS New York officially increased its power to 50 kw during an hour-long program on June 15, station estimated one and a half million new listeners in Long Island and Connecticut were added to its regular audience.

The dedicatory program, produced by Jerry Danzig, WINS program director, was heard 1-2 p. m. preceding the New York Yankees' baseball game and originated from the Guild Theatre, New York. The show featured Jerry Colonna, Monica Lewis, Mel Torme, Tommy Handley from England, Warren Austin, Larry Carr, the orchestra under direction of Irving Landau, and other stars.

Mel Allen and Red Benson were m.c.s of the program. James D. Shouse, president of Crosley Broadcasting Corp., spoke. The program was directed by Russ Armbruster and written by Jim Parsons and Irwin Lewis.

Under the new power increase there will be no corresponding increase in WINS time rates, Willard Schroeder, station manager, announced.

DU MONT AIRING SERIES OF PACKAGE SHOWS

PAUL BELANGER, television producer-director, and James McNaughton, scenic designer, both formerly on the video staff of CBS, have made an arrangement with WABD New York for the production of package video programs for exclusive telecasting on this Du Mont station. First of these programs was telecast June 9, 8:30-8:45 p.m., sponsored by Allied Artists and advertising the new motion picture, "It Happened On Fifth Avenue," which opened June 10.

WABD public relations are now being handled by Evelyn Lawson, formerly in similar posts with United Features Syndicate and King Features. During the war Miss Lawson was engaged in public relations work for the U. S. Navy.

COMMERCIAL

BOB BINGHAM, former general manager of WINZ Miami Beach, Fla., has joined WBT Charlotte, N. C., as head of department of sales service. During the war Mr. Bingham served as director of all English and foreign language broadcasts of the overseas' branch of OWI.

DON MEIER, with WBKB Chicago television station, has been named sales manager, taking over part of work previously handled by **REINALD WERRENRATH Jr.**, who will devote full time to directing special events.

ALEX KEESE, general manager of Taylor-Howe-Snowden Radio Sales, station representative, has moved his offices from Amarillo, Tex., to the Tower Petroleum Bldg., Dallas.

WAYNE A. SPRAGUE Jr., formerly with Mid-Continent Airlines in Tulsa, Okla., has joined sales staff of KSO Des Moines. He will work with local accounts.

DALLAS G. HALL, formerly with Fox West Coast Agency, Los Angeles theatre operator, has been appointed auditor of Sun Country Network, Phoenix, Ariz.

TAYLOR - HOWE - SNOWDEN RADIO SALES has been named as representative for WTNT Augusta, Ga.

B. W. RANDA has been named manager of Atlanta office of Weed & Co., station representative.

MERVYN McCABE, commercial manager of KFRC San Francisco, has been appointed a member of radio departmental committee of San Francisco Ad Club.

DONALD COOKE Inc., New York office has moved to larger quarters effective immediately. The station representative firm is now located at 551 Fifth Ave. Telephone: Murray Hill 2-7270.

EUGENE S. TANNER, commercial director of WSIX Nashville, has been elected a director of Nashville Cooperative Club.

WCKY Cincinnati, July 1 severs relations with Free & Peters Inc., station representative and will open its own offices in Chicago and New York.

BILL FOULIS, member of commercial department of KFEL Denver, and former Army correspondent, has been awarded Gold Medal of Honor of the Order of Orange-Nassau with swords by the Netherlands Government, "for giving the Dutch people their first free, outside news service after the German occupation."

Weather Report

REPORT on long range weather forecasting is to be given by Under Secretary of Agriculture Norris E. Dodd on the CBS *Country Journal* program, Saturday, June 21. Although slanted to rural field, report is said to be of interest to broadcasters as well.

The COMBINATION
to GEORGIA

all CBS available at combination rates

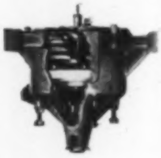
WGST
ATLANTA
WMAZ
MACON
WTOC
SAVANNAH

THE GEORGIA MAJOR MARKET TRIO
REPRESENTED BY
THE KATZ AGENCY, INC.

PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

Stop 'Wow'!

—with a positive drive at 33.3 and 78 rpm



Remember this: When a listener becomes dissatisfied with the quality of your programs, he simply twists a dial. And in doing so, he also tunes out his pocketbook. So why jeopardize what is probably your best source of revenue—*your recorded programs!*

Professional recording and playback should be, and can be, 'WOW'-free. How? With the time-tested Fairchild direct-from-the-center turntable drive, shown above. It eliminates all variations in turntable speed. Evenness of speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful precision control of all drive alignments that might cause intermittent grab and release; by carefully maintained .0002″ tolerances in all critical moving parts.

Further aid to 'WOW'-free performance is provided by a perfectly balanced turntable with extra weight in the rim and a turntable clutch that permits smooth starting, stopping and shifting from 33.3 to 78 rpm in operation.

Fairchild's 'WOW'-free performance is available on professional Transcription Turntables, Studio Recorders and Portable Recorders. For complete information *—and prompt delivery*—address: 88-06 Van Wyck Blvd., Jamaica 1, New York.

Transcription Turntables
Studio Recorders
Magnetic Cutterheads
Portable Recorders
Lateral Dynamic Pickups
Unitized Amplifier Systems

Fairchild CAMERA AND INSTRUMENT CORPORATION

AM FM SOUND EQUIPMENT

PROMOTION

MARY KENNEY, former staff writer at KGW Portland, Ore., and before that fashion reporter for Mademoiselle Magazine, has joined promotion department of WOR New York, as staff writer.

PEGGY McGINTY, with promotion department of WWL New Orleans, and Lt. Melvin LeBlanc, recent West Point graduate, were married June 7.

ROBERT F. LAWS, advertising, promotion and publicity manager of KGO San Francisco, has been appointed member of board of directors of San Francisco Ad Club, as representative of radio.

Pin Up Promotion

PIN UP GIRL is featured on cover of promotion folder released by WIBW Topeka, Kan., headed "You'll Pin Up a Brighter Sales Picture . . . When You Hire WIBW to Do Your Kansas Selling." Attached to inside of folder is an aluminum spring-grip clothespin with copy reading, "The spring-grip of this aluminum clothespin holds clothing firmly in almost any wind or weather. And in all seasons, WIBW holds the attention and good will of the buying people of Kansas." Reply card is included for ordering additional clothespins and information on WIBW availabilities.

Air Show Featured

AIRPORT COVERAGE map is used on promotion piece being distributed by WDGY Minneapolis. On one side of sheet is map of Minnesota and Western Wisconsin showing all airports and airfields in that area. On other side is picture of Sherm Boen, reporter-announcer on "Flying Reporter Show" heard on WDGY, as well as information about program. Map is being mailed to all airports in territory in conjunction with show.

Father's Day Awards

A BOX of cigars was sent to every New Yorker who became a father for the first time on June 15, Father's Day, by WNEW New York. Hospitals in the metropolitan area cooperated by calling the station as soon as each baby was born. As a new child was born from 12:01 a.m. June 15 through 11:59 p.m. that day, names of fathers and mothers were announced on the station. Cooperating with WNEW in celebration were National Father's Day Committee and Cigar Institute of America and Roses Inc.

Behind Scenes

BEHIND SCENES glimps into preparation of "This is New York, Bill Leonard Reporting," program heard on WCBS New York, are presented in brochure prepared by that station. Pictures lining the pages tell the story of a typical day in the life of Mr. Leonard as he gathers material for the show. Copy gives additional information on program and states that a few participations in show are still available. Show is heard daily 9:15-10 a.m.

Free Vacation

FREE VACATION is being offered as first prize in contest being conducted by Nancy Osgood, heard on WRC Washington, each week day at 12:45-1 p.m. Award will be made for best letter based on subject "My Most Interesting Trip." Promotion ties in with movie "Honeymoon," which is coming to RKO Keith's Theatre in Washington. Vacation is for one week's stay at Cavalier Hotel, Virginia Beach, Va., for one couple with transportation provided by Capital Airlines. Other prizes will be given for runners-up.

WOAI Folder

ILLUSTRATED folder designed to show method of station advertising has been mailed to all clients and advertisers by WOAI San Antonio. Folder explains that instead of separate advertising for individual programs, WOAI has started a plan whereby all programs are advertised by categories, such as religious, comedy, music, etc., with emphasis on overall station basis, stressing motto, "Everyone Listens to WOAI." Samples of adds run regularly in newspapers and magazines are incorporated in promotion piece.

Memo to FM Dealers

SPECIAL memorandum has been sent to radio dealers in Washington, D. C. by WWDC and WWDC-FM that city, stating that the second baseball game of at home double-headers is now broadcast on WWDC-FM only. Station reports that numerous phone calls have been received by listeners inquiring why they cannot hear the complete double-header on their AM sets. This provides excellent opportunity for explaining the advantages of FM broadcasting. Station urges dealers to promote the idea that only on FM can listeners hear all of the games, thus promoting WWDC-FM, and the sell of FM receivers.

Car Initials

TWO SETS of personal gold-colored car initials are being offered without charge by S. C. Johnson & Son, Racine, Wis., to listeners of "Fibber McGee & Molly," show sponsored by that company. Initials are obtained by purchasing can of Johnson Carnue or Auto Wax and sending sales slip or name of dealer where purchase was made to company. Offer was announced on "Fibber McGee & Molly" show on June 3. Campaign will expand later into national magazines. Sunday comics and variety of displays and posters.

Ad Monthly

FIRST monthly edition of new four-page newspaper "CKWX-TRA," with news about station advertising accounts has been issued by CKWX Vancouver, B. C. The monthly goes to all retailers within CKWX coverage, as well as advertising agencies in U. S. and Canada. Publication is edited by Don McKim, CKWX promotion manager.

KQW Folder

DESCRIBING market served by KQW San Erancisco, promotion folder titled "Forty-Niners Scratched for Nuggets and Got Chicken Feed" has been issued by that station. Folder goes into detail of potential listening audience. In addition KQW's effective market is presented as well as BMB audience.

Kate Smith Change

WHEN Kate Smith switches from CBS to Mutual on June 23, Memphis' Mutual station, WHBQ, will have informed the public in intensified promotion campaign. Following means are to be used: Streetcar cards for a month; store window cards; blotters with a head of Kate Smith; a colorful band on each loaf of Colonial Bread, which is sponsoring show in Memphis; truck panels on Colonial trucks; circularizing of all grocers, and A-boards on Main Street. Efforts also are being made to get a blimp to banner program change. Newspaper space will also be used, including county papers in the station's area.

KRGV Memo

INFORMAL MEMO has been released to the trade as latest promotion for KRGV Weslaco, Tex. Memo is from Barney Ogle, manager, and calls attention to an article in current issue of Readers Digest titled "The World's Biggest Vegetable Patch." Memo states that "KRGV sets right in the center of this vegetable patch, and we blanket the whole area with a signal that almost shades the growing vegetables." Memo is memographed in longhand and is headed, "Howdy Pardner."

Zenith Ads

REPRODUCTION of full page advertisement appearing in June 1 issue of New York and Chicago newspapers has been released to the trade by Zenith Radio Corp., Chicago. Ad gives statistics of Zenith radio distribution during April and points out that severe shortage exists, "So, for the time being, we are not advertising Zenith radios in newspapers, because we do not wish to further embarrass our dealers" who have not received sufficient radios to meet demands.

Nautical Booklet

WEEI BOSTON has dug down into the realm of Neptune and come up with a new sales promotion booklet in a strictly nautical vein. The new booklet, with attractive drawings to illustrate its points, compares the Boston advertiser of today to the "clipper captains of yesteryear, who pored over sea-stained log books and profited by the experience of previous voyagers." So too, according to WEEI, advertisers who are guided by facts and observations "stay steady as she goes in the wake of those who know Boston channels best."

Heard WTAG Warning

WAAB Worcester, Mass., was given credit for averting a disaster when its broadcast of a warning, concerning a mistaken sale of high-explosive naphtha in place of range oil, was heard by Salem E. Laflin, who identified and warned the buyer [BROADCASTING, May 26]. Mr. Laflin, in a letter to E. E. Hill, WTAG Worcester, states that he heard the broadcast over WTAG, not WAAB. "All Worcester radio stations were most cooperative in complying with Chief Meloche's request that warning be put on the air," Mr. Laflin said, "but it was the WTAG station I heard—not WAAB."

'Miss Philadelphia Contest'

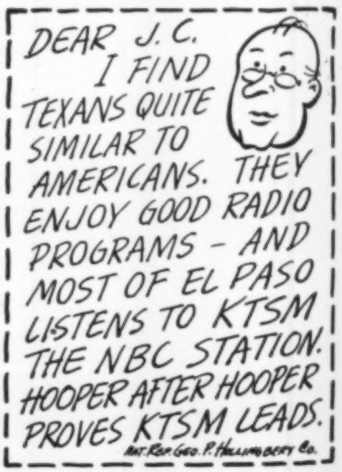
CONTEST to choose "Miss Greater Philadelphia", with winner to represent the area in "Miss America Pageant" at Atlantic City in September, has been opened by WPEN Philadelphia, official franchise holder in area. Station is setting up series of bi-weekly programs and using spot announcements to promote competition.

Car Cards

PROMOTION schedule of WHAM Rochester, N. Y. has been expanded to include car cards in city's buses and subway cars. Cards are done in four colors and publicize station's features, comedy, sports, news, etc., rather than individual programs.

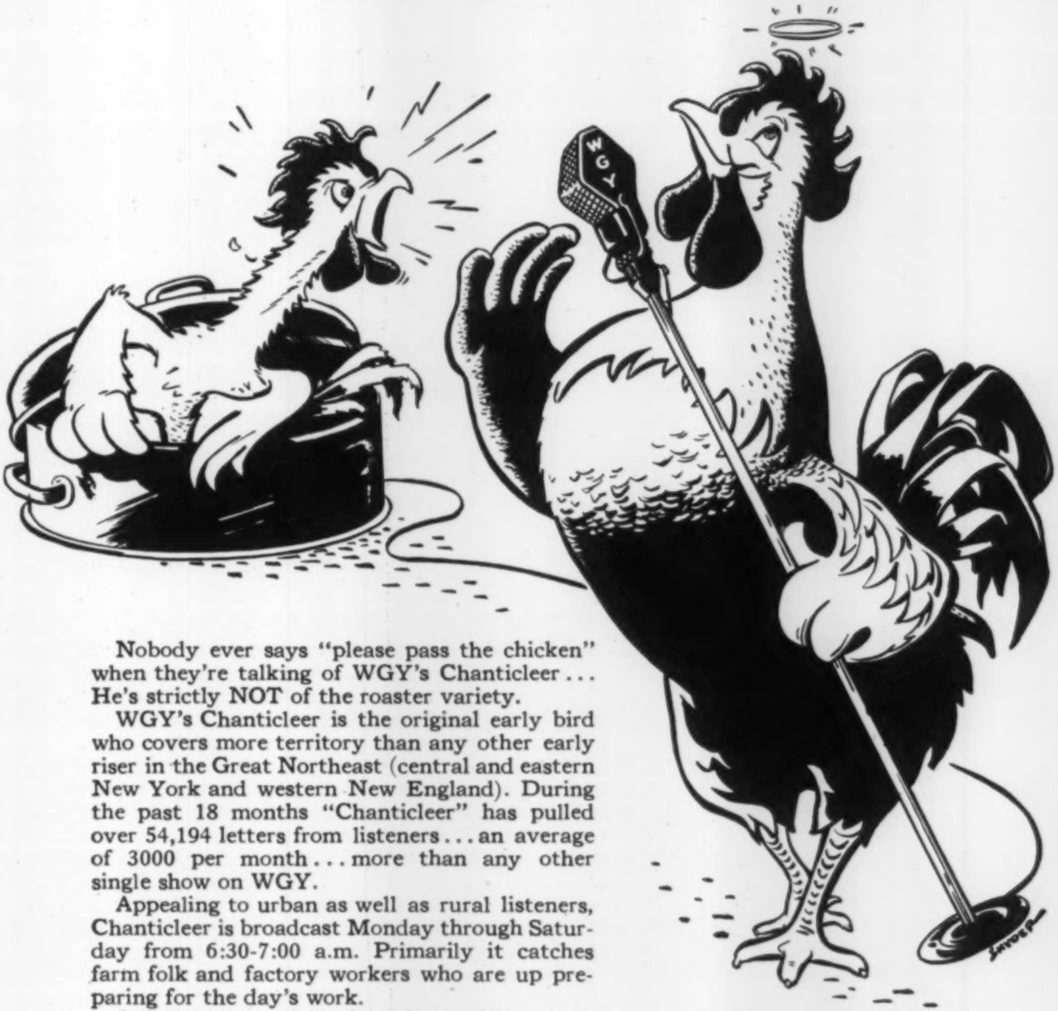
A PROVEN TEST MARKET
RIGHT IN THE HEART OF OHIO
EASY TO HANDLE
MANSFIELD OHIO
EASY TO CHECK
ABC NETWORK
WMAN
MANSFIELD, OHIO

National Rep.: TAYLOR - HOWE - SNOWDEN RADIO SALES
500 FIFTH AVENUE, NEW YORK 18, N. Y.


DEAR J. C.
I FIND TEXANS QUITE SIMILAR TO AMERICANS. THEY ENJOY GOOD RADIO PROGRAMS – AND MOST OF EL PASO LISTENS TO KTSM THE NBC STATION. HOOPER AFTER HOOPER PROVES KTSM LEADS.
NAT. REP. GEO. P. HOLLINGBERY CO.

No Roaster!

FOR WGY'S CHANTICLEER!



Nobody ever says "please pass the chicken" when they're talking of WGY's Chanticleer . . . He's strictly NOT of the roaster variety.

WGY's Chanticleer is the original early bird who covers more territory than any other early riser in the Great Northeast (central and eastern New York and western New England). During the past 18 months "Chanticleer" has pulled over 54,194 letters from listeners . . . an average of 3000 per month . . . more than any other single show on WGY.

Appealing to urban as well as rural listeners, Chanticleer is broadcast Monday through Saturday from 6:30-7:00 a.m. Primarily it catches farm folk and factory workers who are up preparing for the day's work.

A low-cost participation show with a long record of successful selling, "Chanticleer" offers big results for your advertising dollar.

For complete details call your nearest NBC Spot Sales office or WGY.

GENERAL ELECTRIC

50,000 WATTS — NBC AFFILIATE **WGY** **SCHENECTADY, NEW YORK**

REPRESENTED NATIONALLY BY NBC SPOT SALES

North Carolina's Favorite Farmer!

HARVEY DINKINS

Who was recently awarded the DISTINGUISHED SERVICE CITATION FOR 1946 by the North Carolina Farm Bureau Federation for his outstanding contribution to farmers in North Carolina.

Harvey Dinkins' *hayfield flavored comments* in his "News and Views" on the Piedmont Farm Program, broadcast daily over WSJS, *exerts a powerful influence* on thousands of farm families throughout the rich Piedmont area of North Carolina and Southwest Virginia,—*another reason why WSJS sells the Piedmont!*

WSJS
WINSTON-SALEM
THE JOURNAL-SENTINEL STATION

NBC
Affiliate

Represented by:
HEADLEY-REED COMPANY

ALLIED ARTS

HERBERT C. ELWES, former merchandise manager in RCA Theatre Equipment Section, RCA, Camden, N. J., has been appointed manager of commercial sound sales in the RCA Engineering Products Dept.

L. E. SEPTER, assistant sales manager of Westinghouse Home Radio Div., Baltimore, is in Los Angeles to discuss West Coast radio market with Westinghouse distributors in that area. He is also scheduled to visit San Francisco, Seattle, Tacoma, Kansas City and Chicago.

STANDARD ADVERTISING REGISTER, New York, has completed its 32nd annual edition listing personnel, agency and media information on 13,260 national and sectional advertisers—classified by lines of business.

WILL BALTIN, secretary-treasurer of Television Broadcasters Assn. Inc., New York, is the father of a boy, born June 9.

JAWER TELEVISION PRODUCTIONS has opened a complete television program production and consultation service for advertisers, agencies and stations with offices located at 515-16 Real Estate Trust Bldg., Philadelphia. **ROBERT L. JAWER** is executive director of firm.

GEORGE H. BROMBERG, former research director of Weiss & Geller Inc., Chicago, has been appointed advertising and sales promotion manager of the Chicago branch of Bendix Home Appliances Inc.

MORELAND, AMICK & BLACK, new Hollywood public relations firm, has been organized with offices at 3521 North Knoll Drive. Telephone is Hillside 7940. Firm is headed by **W. R. (Bob) MORELAND, LON AMICK** and **R. J. (Bobbie) BLACK.** Latter is in charge of radio exploitation and promotion. **TED BAER** heads merchandising, product promotion and exploitation department.

GERTRUDE J. GOLDSBOROUGH, a member of International Telephone and Telegraph Corp., New York secretarial department acting in the capacity of corporation clerk, has been elected assistant secretary of the corporation. She has been with IT&T since 1928.

STEWART-WARNER Corp., Chicago, has issued to its stockholders, along with regular dividends, a quarterly "report" containing information on directors, quarterly earnings and status of business.

RADIO DIVISION of the U. S. Treasury's New York office has moved from the RKO Building to 253 Broadway.

LAWRENCE CRESHKOFF, formerly with WHCN, Harvard's student station, has joined production staff of Lowell Institute Cooperative Broadcasting Council, Boston.

A. M. WIGGINS, research director of Electro-Voice Inc., Buchanan, Mich., engineers and manufacturer of microphones and acoustic products, has returned from a survey of electro-acoustic developments in Germany.

SHURE BROS., Chicago manufacturer of microphones and pickups, has begun issuing its new 1947-48 catalog illustrating complete line of newly-developed high quality models.

HERBERT KAUFMAN Adv., sales promotion and public relations office, formerly located at 345 Madison Ave., New York, has moved to 103 Park Ave.

New RCA Locator

A NEW portable leak locator, designed to locate tiny leaks in vacuum systems or enclosures which were formerly impossible to locate except with elaborate leak detection equipment, has been announced by the Tube Department of RCA. The new RCA leak locator weighs 25 pounds and is designed for either laboratory or factory use. It accurately locates small leaks in glass and metal vacuum systems such as those employed in manufacture of all types of electron tubes, vacuum flasks and lamps, according to RCA.

EUROPE LOOKS AT OUR VIDEO

RCA Exhibit at Milan International Fair to Demonstrate American Advances

RCA's exhibit at the Milan International Fair, which was to open July 14 at Milan, Italy, is giving Europe its first look at American television in action, according to Meade Brunet, RCA vice president and managing director of RCA International Division. Mobile video pickup units, studio equipment and recevers have been sent to Italy for the event, in addition to FM transmitters, sound and theatre equipment, shipboard communication units, air navigation aids, marine radar apparatus, the RCA electron microscope, etc.

"Appropriately, these television and other great advances in the field of radio and electronics will be displayed at Milan during the celebration there of the 50th anniversary of the invention of radio by Marconi," Mr. Brunet said. In a later phase of the celebration, Dr. V. K. Zworykin, vice president and technical consultant of the RCA Laborataries Division, will deliver a paper on television before the Academy of Science in Rome. Dr. Zworykin's video contributions include development of the all-electronic television system, invention of the iconoscope or video camera "eye" and development of the kinescope or receiver picture tube.

G. A. Biondo, president of Telonda International Corp., RCA distributor in Italy, is making arrangements for the RCA exhibit. Michael J. Ranalli, television sales manager of the RCA International Division, will have charge of the video demonstration, to include pickups of major events at the fair and the showing of American films. Richard Hooper, manager of shows and promotion for RCA, had orignally been slated to take the equipment to Milan and superintend its installation and use there, but pressure of home duties forced him to forego the trip.

The RCA exhibit at Milan will also give the first European demonstration of American FM broadcasting equipment, using a relatively inexpensive, low-power type of transmitter designed to suit continental operations, Mr. Burnet said.

Decca Dividends

A QUARTERLY Dividend of 25 cents per share on the outstanding shares of capital stock, payable, June 30, 1947 to stockholders of record June 16, 1947 has been declared by directors of Decca Records Inc., New York.

Engineers Elect

DEL NESTOR and Gil Wyland, technicians of KMPC and KHJ Hollywood, have been elected president and vice president, respectively, of newly formed Hollywood Broadcast, Television & Recording Engineers Local 45, IBEW. Homer Obuchon, KGFJ and Vincent Parsons, KNX were made financial secretary and treasurer, respectively, of the new local. Roy Tindall is business manager. Elected board members were D. A. Simmons, KFWB; Joe Dean, Don Lee Television; Leonard McNamara, International Recording Artists Studio; John Hook, KNX; Cliff Thorsness, CBS sound effects. Morrie Thelan KFOX and Mal Mobley Jr., KMPC, tied for sixth place, necessitating future run-off vote.

Noise Suppressor

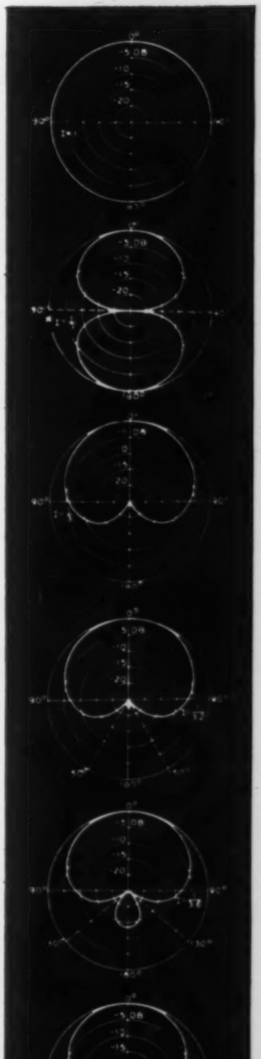
A NEW DEVICE known as the "Dynamic Noise Suppressor" is said by WJR Detroit, which recently installed it, to eliminate 95% of record surface noise without destroying the brillance of recorded music. As a result, engineers can now play an exceptionally noisy recording and still have it acceptable to the listener, according to WJR's chief audio engineer, Freddy Friedenthal. The device was developed by Herman Scott, president of Technology Instrument Corp.

NBC
AFFILIATE
FOR BAKERSFIELD
KERO
ask Avery-Knodel
RODMAN RADIO STATION - KERO · BAKERSFIELD, CALIF.

AM-FM-TV

...the ideal mike for all 3

Broadcasters keep on buying more and more of these popular Western Electric Cardioids. That's because they deliver quality performance, are attractive in appearance, and offer six pick-up patterns . . . omni-directional, bi-directional, true cardioid and three modified cardioid patterns . . . which enable you to master 'most any pick-up assignment in AM, FM, or Television broadcasting. For all-around *quality* of pick-up—there's *nothing better than a 639B Cardioid.* For full information, get in touch with your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.



These six pick-up patterns are available with the 639B Microphone.

Western Electric
639B CARDIOID

Performance . . . Appearance . . . Versatility

Distributed by Graybar
OFFICES IN 95 PRINCIPAL CITIES

— Quality Counts —

PROGRAMS

CONTEST titled "Guess-Her-Name" is new feature on "1280 Club" program over WOV New York. Six 15-minute periods per week of show are sponsored by Hall & Ruckle, New York (X-Bazin), and present the new contest, which, each week features a new celebrity giving hints about herself and her career, and known as "Miss X." Listeners are offered weekly prizes running from Ronson lighters to Bulova watches for guessing "Miss X's" identity and writing a short slogan. Grand prizes, at end of 13 weeks, will be awarded. Agency is Redfield-Johnstone, New York.

'Our Weather'

INFORMATIVE discussions on elements in weather are presented on "Our Weather" program, scheduled to start June 14 on WBZ-WBZA Boston-Springfield. Produced by Lowell Institute Broadcasting Council, program features members of meterology department staff at Massachusetts Institute of Technology. First two broadcasts are devoted to discussions of sea breeze, with subsequent programs dealing with winds in general, fog, showers, storms, weather maps and forecasting. "Our Weather" is aired Sat. 7:15-7:30 p.m.

Musical Travelogue

CAPSULE TRAVELOGUE presented with background of tropical music set the mood for "New Spanish Trail" aired over WOAI San Antonio. Musical show is designed for both Latin and American listeners of Southwest and Mexico. Center feature of show is description of one of Mexico's historic cities, giving listeners account of scenic points. Show is aired Tues. at 6 p.m.

'Look' Dramatized

DRAMATIZATIONS of material used in current issues of Look Magazine are to be used on new series "Let's Take A Look," starting July 2 on WLW Cincinnati. Sponsored by Look Magazine, series will be heard Wed. 9:30 p.m. Tentative plans call for feeding show to WINS, Crosley Broadcasting Corp. outlet in New York.

'Easy' He Says

OPENING DAY in the Worcester, Mass. Blood Bank drive was covered by Gil Hodges, chief announcer of WTAG that city, in special 15-minute program. Mr. Hodges, first donor in the drive, with a mike in one hand, told listeners while he was in process of giving blood how easy it is to "give" and maybe save a life. After his donation, Mr. Hodges interviewed prominent civic leaders who were on hand to donate blood.

Home Run Awards

LATEST FEATURE introduced on "Late Sports Roundup," program aired nightly at 10:20 p.m. on WKZO Kalamazoo, Mich., is presentation of award to every local ball player hitting a home run. Sponsored by Kalamazoo Pants Co., program awards a pair of pants to each local "home-runner." Format of program consists of late scores and general sports information.

Gate Closer

CLOSING feature of "RFD Program," early morning weekday farm show on WFBL Syracuse, N. Y., is the sound effects closing of a gate. Aired at 4:45-7 a.m., show is conducted by Bob Doubleday, who each morning concludes show by "closing gate" in the name of various individual listeners. Wallet-size membership card is sent to listener whose name is used, initiating him as "High Exalted Gate Closer" in the "Grab-It-and Slam-It-Society."

Children's Remarks

BRIGHT SAYINGS of children form format of new show which started June 9 over ABC, featuring Fran Allison. Titled "Wee Wags," program pays $5 to contributors whose anecdotes are accepted for reading on the air. Award of $25 is presented weekly to person submitting the most unusual or interesting anecdote. In addition to cash prizes, gifts are presented to children about whom stories are told. Show includes actresses Elmiral Roessler and Nannette Sargent and six-piece orchestra which accompanies Miss Allison on vocal renditions. Show is heard Mon.-Fri. 2:45-3 p.m. (CDST).

Flying Reports

TO AID private flying enthusiasts, WCAU Philadelphia has added visibility and ceiling reports to its weather reports aired at 6:40 a.m., 7:10 a.m. and 6:25 p.m. Latest weather conditions at Philadelphia Airport, Newark, Baltimore, Harrisburg, Allentown, Atlantic City and Mt. Pocono are given so that private flyers in area have an over-all picture of reports in the territory.

Golf Clinic

TO HELP local linksmen improve their game and put them on a par with better golfers, new series titled "Golf Clinic of the Air" has been started on WHBC Canton, Ohio, Tues. 9:15-9:30 p.m. Two professional and one top amateur from clubs in area are guests of Sportscaster Jim Muzzy each week. Listeners are invited to submit their golfing problems for discussion.

CHNO Sudbury, Ont. new 1 kw station on 1440 kc, is to open officially on June 28, according to James Alexander, Toronto, station representative. CHNO will use French and English announcers.

KSFO
MUSIC
PAYS OFF!
KSFO

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why 3 out of 4 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station, or ask your Universal Radio Sales representative.

WESLEY I. DUMM, President

Represented by Universal Radio Sales

560 KSFO

SAN FRANCISCO

UN'S CHARTER SIGNING TO GET BIG RADIO PLAY

ELABORATE preparations have been made by the U. S. Radio Liaison Office for radio coverage of the second anniversary of the signing of the United Nations charter on June 26.

All stations and networks have been sent kits containing a 16-inch record on which are transcribed two-minute talks by Charles Boyer, Edward G. Robinson, Lionel Barrymore, David Niven, Ethel Barrymore, Loretta Young and Robert Montgomery and a three-minute message from Trygve Lie, UN secretary-general.

Through the Advertising Council, 86 different network programs have been pledged to allot time to the UN campaign. The Radio Liaison Office has asked broadcasters to spot their UN messages if possible at 12 noon on the 26th, the time the charter was signed two years ago. San Francisco stations were asked to make a special effort to clear the time, since the charter was signed in that city.

Letters pledging cooperation have been received by the UN from NAB President Justin Miller and from Frank Stanton, Edgar Kobak, Mark Woods and Niles Trammell, presidents of the four major networks.

BUDDY BEAR

Kasper-Gordon Prepares New Kiddie Series

BO-BO SKE DEETON DOTTEN!—that's Buddy Bear language meaning—well, meaning anything you'd like it to mean. For Buddy Bear is the star of a new transcribed series being distributed by Kasper-Gordon Inc., Boston, and Buddy will be used on either a 3 or 5-times weekly basis commencing simultaneously in various cities on July 7.

Created by Betty Barrie and designed for children from 3-10 years of age, the series will be sponsored by one merchant in each city, who will provide local headquarters for the Buddy Bear Safety Club, distributing membership cards, buttons, premiums, etc.

But Buddy is well on his way to becoming a national figure above and beyond his role as a radio star. For a motion picture firm reportedly plans to release 13 Buddy Bear Color Cartoon Shorts each year for the next five years; 100,000 Buddy Bear song record albums are now being produced for sale across the country; and franchises are being granted for Buddy Bear story books, children's clothing, toys, greeting cards, toothbrush holders, nursery wallpaper, party kits and many others. There will also be a newspaper cartoon strip about Buddy, and finally, Buddy will be made up for sale as a velvet, 13-inch tall doll by Richard G. Krueger.

WTMA Launches Its FM Affiliate at Charleston

WTMA, NBC outlet in Charleston, S. C., launched its FM affiliate, WTMA-FM, on June 2, offering seven hours of FM programs, some of them aired simultaneously through regular AM channels. The FM station is operating temporarily with 1 kw on 95.1 mc, but plans to increase its strength to 10 kw with a radiated power of 49 kw when equipment becomes available, Robert E. Bradham, station's manager, announces. Its present program schedule is 11 a. m.-1 p. m. and 4-9 p. m.

Participating in a special broadcast inaugurating the FM outlet were Charleston's mayor, E. Edward Wehman Jr., and Congressman L. Mendel Rivers.

First interview on WTMA-FM featured Miss Dorothy Thomas, queen of the 1947 Charleston Azalea Festival, who spent last week sightseeing and being entertained in Washington, D. C. She was interviewed by Miss Alicia Rhett, director of women's programs for WTMA and WTMA-FM.

Inexperienced Television Actors Offered Training

TELEVISION training for young, inexperienced video actors, and for others with backgrounds in radio, stage or films will be offered by the Television Workshop of New York July 7-Aug. 29.

Classes for youngsters, ages 10 to 17, will be held thrice weekly, 10 a. m.-12 noon on Mondays, Wednesdays and Fridays with rehearsal sessions on Tuesdays and Thursdays at the same hours.

Irwin Shane, executive director of the Workshop, also announced an eight-week course between July 7 and Aug. 29 for 25 "apprentice" trainees. Applications for the training should be made to the Television Workshop, 11 W. 42nd St., New York.

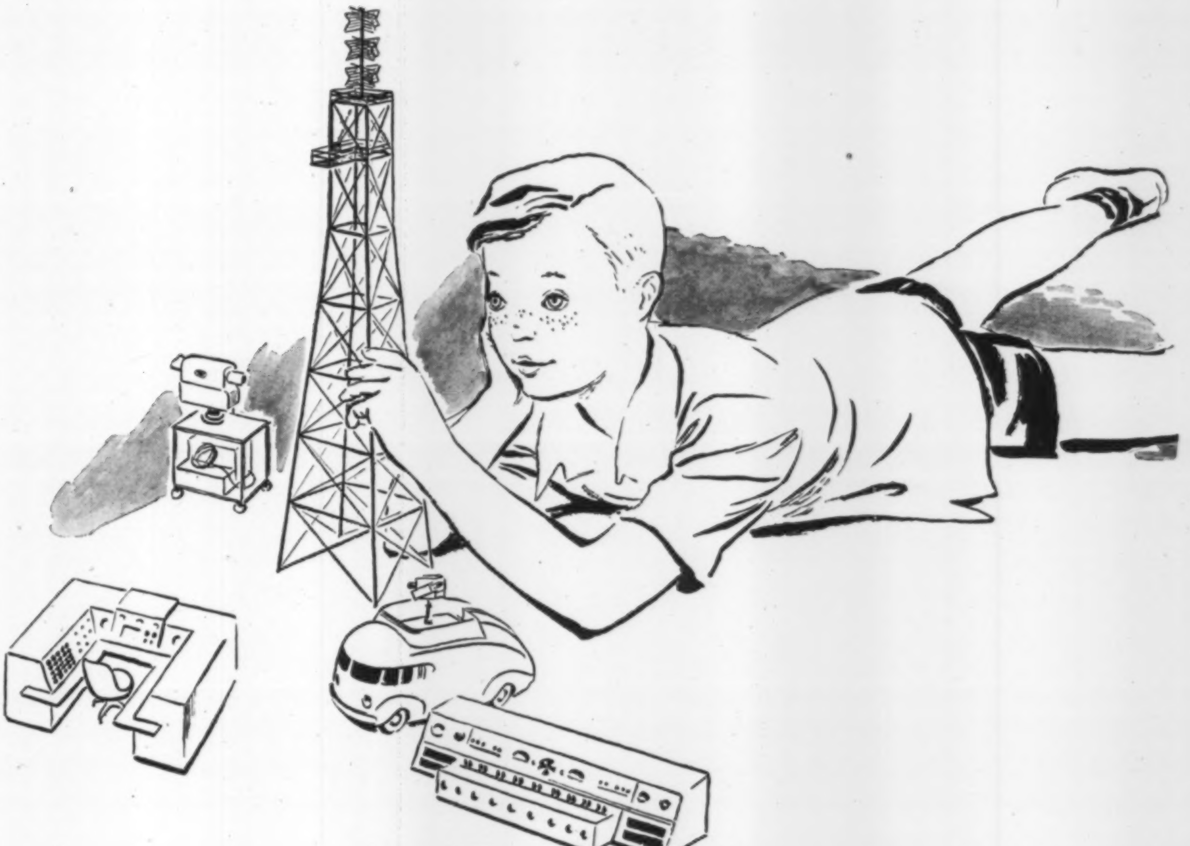
NOW 5000 WATTS

DOING A
DOUBLE
JOB
IN THE MAGIC
VALLEY

KTFI

TWIN FALLS • IDAHO

WEED & CO., Representatives



Du Mont Acorn Package

CUTS STARTING COST IN HALF

Du Mont's development of the Acorn Package means you can start television broadcasting for just about half the equipment cost you expected. Smaller investment. Smaller operating cost.

What's more, you are not limiting future developments by starting on this minimum basis, because you can build onto the Acorn Package as easily as a child builds with blocks. Just add more units as needed.

Here is the kind of development that comes logically from Du Mont's 15 years of television "know-how" . . . from building more television stations than any other company. A development that saves you money right from the start and helps you avoid costly mistakes.

Call, phone or write for full information about the Du Mont Acorn Package.

DUMONT

First with the finest in Television

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVE., NEW YORK 22, N. Y.
DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, N. J.

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PRODUCTION

RALPH H. KLEIN, formerly head of continuity department at WONS Hartford, Conn., has been appointed program director. **MINA BROOKS** has joined continuity department.

GARY LESTERS, former announcer and record m.c. with WNOC Norwich, Conn., has joined WRIB Providence, R. I., in similar capacity. Mr. Lesters and his wife, Lynn, are featured on morning "Sweethearts of Rhythm" show.

TONY DONALD, newscaster and record m.c. at WAPX Montgomery, Ala., has been appointed chief announcer.

GREG GREGORY, chief announcer at KSVP Artesia, N. M., has been appointed program director. **KEN MacKAY**, formerly with WTHT Hartford, Conn. and KGDM Stockton, Calif., has joined station's announcing staff. **BILL ANGEL** and **BOB CUNNINGHAM** also have joined announcing staff of KSVP.

ROSS MILLER, announcer at WTIC Hartford, and **BETTY CRAIG**, formerly of WBAI Greenfield, Mass., are to be married June 16.

BOB FRERE, who appeared on WMAN Mansfield, Ohio, in winter series of "Music for You" programs as vocalist, has joined station's staff as summer relief announcer.

GORDON KIRBY, former production manager at WHLS Port Huron, Mich., and announcer at WWJ Detroit has joined WFUR Grand Rapids, as program director.

DAYT SALTSMAN, former record m.c. and special events announcer at WSUN St. Petersburg, Fla., has joined WDAE Tampa, in similar capacity.

BOBBY BREEN, former child singing prodigy who appeared on Eddie Cantor broadcasts, June 21 will begin series on WHN New York, Sat. 6:45-7 p.m., accompanied by WHN orchestra under direction of Joel Herron.

GRANT HOLCOMB, director of public information programs at KQW San Francisco, has been appointed to Mayor's Citizens' Committee for observance of second anniversary of signing of United Nations Charter at San Francisco, June 26.

IRENE GABRIEL, secretary to **RAY KATZ**, WHN New York program director, has announced her engagement to John J. Marlette of Shamokin, Pa. Marriage is to be Aug. 16.

JAMES H. KLEIN, night manager at WHN New York, and Bernice Brown have announced their marriage.

EARL DOWDING, organist, has joined KFOX Long Beach, Calif., with a thrice-weekly afternoon recital.

CALO O. MAHLOCK, former newsman with WOMT Manitowoc, Wis. and previously assistant continuity and production director at WKBZ Muskegon, Mich., has joined WKJG and WKJG-FM Fort Wayne as program manager.

STEVE JARRETT, formerly of WLEU Erie, has joined announcing staff of WPEN Philadelphia.

DR. MAX JORDAN, director of religious programs for NBC and war correspondent of National Catholic Welfare Conference, will be given 1947 "Signum Fidei" medal of LaSalle College, Philadelphia, awarded yearly to person "who has done the most to foster Christian principles."

HUGH WALLACE, formerly in radio production on West Coast and for past five years personnel officer in Army, has joined production department of CKNW New Westminster, B. C.

KELLY RAND, staff baritone with WWL New Orleans, and Eleanore Hale were married June 1.

TOM DURAND, staff announcer at WTTM Trenton, N. J., has taken over leading role in Morrisville Summer Theatre presentation of Howard Lindsay's "Your Uncle Dudley."

GEORGE ROESNER, farm and ranch director of KTRH Houston, and **EARL McMILLIAN**, m.c. of early morning hillbilly record show on KTRH, were presented honorary Lone Star Farmer degrees at state FFA convention at Sweetwater, Tex., June 5.

HOWARD SIMMONS, has been named chief announcer at KWSC Pullman, Wash. **WALT EDDY** has been appointed director of station's continuity department.

ROBERT C. CHRISTOL, assistant program director of WIZE Springfield, Ohio, and **VIVIAN ROBERTS**, secretary at WIZE, were married May 21. Both are continuing at WIZE.

BILL GOODWIN (l), of Hollywood, whose Saturday comedy show 9-9:30 p.m. is one of new packages offered by CBS for commercial sponsorship, was guest of honor at CBS-sponsored get-together in New York. With him when photographer dropped around was Leslie Atlass, CBS vice president in charge of Midwestern Division.

VERNON GROVES, former assistant production manager of CJVI Victoria, has joined announcing staff of CKWX Vancouver.

SHELDON BREN has shifted from KCMJ Palm Springs, Calif. to KGFJ Hollywood, as m.c. on nightly six hour "Midnight Special."

HERBERT LYTTON has been signed as writer of "Diary of Fate," new half hour open-end transcribed mystery series being produced by Finley Transcriptions Co., Los Angeles.

MURRAY BOGGS, disc m.c. has shifted from KGFJ Hollywood, to KFAC Los Angeles.

PAUL WHITEMAN will originate his ABC recorded program from Hollywood for six weeks starting July 8. **CHARLES BARRY**, ABC director of programs, New York, will accompany Mr. Whiteman to the West Coast.

EDDIE CANTOR celebrated his 33rd wedding anniversary on June 9.

JO STAFFORD and **PERRY COMO** have signed contract for another season with "Chesterfield Club," 7-7:15 p.m. on NBC, beginning the week of Sept. 8. This marks third year for the vocalists with Chesterfield. Newell-Emmett Co., New York, is the agency.

Reverse

IT'S HAPPENING in reverse at WCOP Boston—instead of band leader turning disc m.c.—Disc M.C. Bill Hickok is turning band leader. Mr. Hickok, who is heard on WCOP Mon.-Fri. 1-2:30 p.m. and 6:30-7:30 p.m., now, in addition to his record shows, has organized a 12-piece band and is playing at Ocean View, Revere Beach, Mass.

BOB HOPE and **JERRY COLONNA**, NBC comedians, have received the 1947 Unity Awards of Golden Slipper Square Club, Philadelphia, for their contribution to morale building for armed forces overseas during the war.

SANGSTON HETTLER, with sales department of Chicago office of WOR New York, is the father of a girl, Janet.

RAY BUFFUM has been signed to write NBC "Rogue's Gallery," adventure series starring Barry Sullivan, and summer replacement for "Fitch Bandwagon."

AGNES MOORHEAD, co-star of CBS "Mayor of the Town," has received honorary Doctor of Literature from Muskingum College, Ohio, her alma mater.

EDGAR BERGEN, star of NBC "Charlie McCarthy Show," has been signed for featured role of Norwegian undertaker in RKO film "I Remember Mama." It will be first time he has appeared in a film without Charlie McCarthy.

ART GILMORE, announcer on CBS "Stars Over Hollywood" and "Dr. Christian," has completed narration assignment in Warner Bros. short film "Power Behind The Nation."

ART LAING, announcer at CKGB Timmins, Ont., has been moved to CKWS Kingston, and has been replaced by **ERNIE COURTNEY** of CKWS.

Politicians Need Not Use Makeup in Video—Royal

JOHN F. ROYAL, NBC vice president in charge of television, said last week that reports from Hollywood that political figures would have to "go in for makeup touches" in order to appear at their best before television cameras were "completely erroneous and misleading."

Mr. Royal said further: "Television has long since passed the stage where elaborate makeup is required of performers. In our special events telecasts, the use of the image orthicon camera renders makeup completely unnecessary, and if makeup were applied to the faces of political candidates they would be made to look ludicrous, not improved."

Among American political leaders who have been televised by NBC are President Truman, Governor Dewey and many others.

WFBC
SELLS SOUTH CAROLINA'S TOP MARKET

PRIMARY COVERAGE OF 648,661 PEOPLE
. . . 92,588 RADIO HOMES
IN 13 WEALTHY CAROLINA COUNTIES
WITH RETAIL SALES OF $124,979,000

NBC Station for the Greenville-Spartanburg-Anderson Market

Represented by AVERY-KNODEL, INC.

WFBC
GREENVILLE
SOUTH CAROLINA
NBC 5000 WATTS DAY or NIGHT

Atlanta's Most Modern Station
WBGE
Atlanta's Only 24 Hour Station

Studios and General Offices
Georgian Terrace Hotel

Mike Benton, Pres. Maurice Coleman, Gen. Mgr.

General Broadcasting Company

Making Broadcast History!

NEW RING-SEAL POWER TUBES FOR FM AND TELEVISION

—110 to 220 mc frequency at max ratings

—1.5 to 6.4 kw typical Class C output

GL-7D21

Tetrode, forced-air cooled. 110 mc frequency at max ratings. Typical power output (Class C telegraphy) 1,575 w.

GL-5513

Triode, forced-air cooled. 220 mc frequency at max ratings. Typical power output (Class C telegraphy, grounded-grid service) 2.45 kw.

GL-5518

Triode, forced-air cooled. 110 mc frequency at max ratings. Typical power output (Class C telegraphy, grounded-grid service) 6.4 kw.

GL-9C24

Triode, water and forced-air cooled. 220 mc frequency at max ratings. Typical power output (Class C telegraphy, grounded-grid service) 6.4 kw.

GENERAL ELECTRIC'S great 1947 series of ring-seal power tubes spells more efficient performance to those who build—or use—FM and television transmitters. Modern as tomorrow's telecast, these v-h-f tubes need minimum neutralization . . . are directly designed for grounded-grid circuits . . . meet in every way the *new* requirements of *new* station equipment going into service.

Ring-seal design — a G-E development—makes it possible to plug in a tube quickly, so that time off the air is cut to seconds. Firm terminal contacts with *wide surface areas* are another ring-seal advantage—moreover, all contacts are silver-plated to reduce r-f losses. An important aid to dependability and long life is the use, throughout the tube, of strong, enduring fernico metal-to-glass seals.

Your nearest G-E electronics office will be glad to give you prices and full information, as well as arrange for you to secure circuit application advice when desired. Or write direct to *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

G. E.'s MANUAL OF TRANSMITTING TUBES IS YOUR MOST COMPLETE, UP-TO-THE-MINUTE GUIDE!

Profusely illustrated—packed with performance and application data. Comes to you for $2. Also, for an annual service charge of $1 new and revised pages will be sent you regularly as issued. Order direct from General Electric Company, enclosing payment, or giving authority on your company letterhead to invoice you.

OVER 600 LARGE PAGES $2.00

GENERAL ELECTRIC

161-F5-8850

FIRST AND GREATEST NAME IN ELECTRONICS

CBS
STATIONS
Cover All of Oklahoma
KTUL
5,000 WATTS
KOMA
50,000 WATTS
No "Spotted Coverage" when you use spots on these Sooner Twin stations
Avery-Knodel—National Representative

KTUL
TULSA
KOMA
OKLA. CITY

Voice of Freedom Group Denies Action on WLIB

THE VOICE of Freedom Committee, New York, last week denied that it was preparing a petition to the FCC to turn down the application of WLIB New York for full-time operation, despite reports to that effect. The committee said that actually WLIB was the only station that accepted the broadcast of Johannes Steel on June 7, which was sponsored by the committee.

The station, in turn, said it would accept Voice of Freedom messages as regular advertising if the committee wanted to sponsor a program in the future. It was also reported that a program featuring commentators who have had network differences, to be titled *Parade of the Missing Commentators*, is being considered for sponsorship by the Voice of Freedom Committee.

Low-Price Console

ELECTRONIC LABORATORIES Inc., Indianapolis, has started production of a new 10-tube radio-phonograph console that will sell for less than $100, according to an announcement by the company last week. Company pointed out that new merchandise will be available at a low price because it makes almost every radio part, including cabinets.

BATAAN STORY
WGN Broadcasts Death March Details Censored Earlier

WHAT WAS CLAIMED to be the first detailed presentation of what happened on the Bataan death march was aired by WGN Chicago June 9 on the final program of its centennial series, *On Special Assignment.*

According to the *Chicago Tribune*, on whose articles the series has been based, Col. William E. Dyess, one of the survivors of the march, originally had offered to let 74 associated newspapers, including the *Tribune*, tell his story of Japanese atrocities, but, the *Tribune* alleges, Col. Dyess was throttled during the course of an interview with a *Tribune* reporter by the Secretary of War.

Col. Dyess was killed in a plane crash, after which Walter Trohan, of *Tribune's* Washington bureau, reportedly showed story to a U. S. senator who declared he would read it in the Senate. Story was released when Army officers finally relented.

Bryson Goes to Europe As UNESCO Consultant

LYMAN BRYSON, CBS counsellor of public affairs has sailed for Paris to serve as special consultant at the United Nations Educational, Scientific and Cultural Organization, regarding uses of educational and mass media for international understanding. Mr. Bryson, who will remain in Europe for three months, was invited by Julian Huxley, director general of UNESCO.

Mr. Bryson concluded his special CBS series. *Time for Reason—About Radio*, with the June 8 broadcast, Sundays, 1:30-1:45 p.m., on which John Crosby, writer of the *New York Herald-Tribune* syndicated newspaper column "Radio In Review," was his guest. While Mr. Bryson is in Europe the *Time for Reason* program is originating there.

THE ACTORS THEATRE, operating at Provincetown Playhouse, New York, has been organized by Paul L. Miner, WINS New York staff announcer, to give radio actors and directors opportunity to do theatre work and continue their network committments.

CHARLES ASHLEY, former rewrite man of Boston Traveler, has been named director of news broadcasts for WEEI Boston. He will have complete supervision of all station's news broadcasts.

FRED M. WHITING Jr., former journalism teacher and newspaperman, has joined news and special events department of NBC Central Division as temporary news editor.

BOB MILLER, former assistant farm program director at WLW Cincinnati, has joined WRFD Worthington, Ohio, as farm program director.

LOWELL THOMAS, NBC news commentator, on his June 9 broadcast, was presented a certificate of appreciation of his work as a member of Radio Committee of Veterans Hospital Programs. Presentation was made by **JAMES BUCKLEY**, chairman of executive committee of Philco Corp. and member of advisory board of Veterans Hospital Programs.

JOE BOLAND, sportscaster at WSBT South Bend, Ind., and former Notre Dame football player, has been elected national president of U. of Notre Dame Alumni Monogram Club.

REV. A. ROBERT ANDERSON, Methodist minister at Steubenville, Ohio and news commentator on WSTV that city, received the 1947 Fellowship Award from Joint Religious Radio Committee of Churches for outstanding work in field of church-radio relationship.

GEORGE SHERVE, commentator on KRLC Lewiston, Idaho, has been cited in resolution by State Legislators for "fair and able reports, and his impartial observations of the proceedings of this session."

WAYNE OSBORNE, sports announcer at WIND Chicago, has been signed by Wilson Sporting Goods Co., that city, to accompany showing of its new 16mm sound film, "Swing King," an instructional baseball film being offered to applicants in Chicago area.

RUUS BEAR, sportscaster at CKWS Kingston, Ont., is the father of a girl.

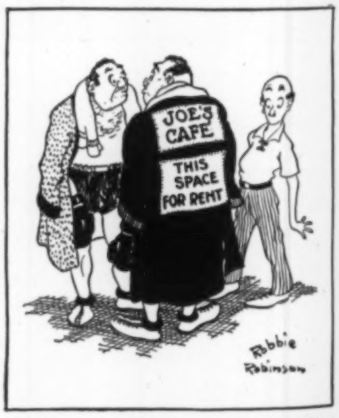
JAMES HURLBUT, CBS correspondent, returned to New York last week after 30,000-mile tour of U. S. bases in Pacific. He brought with him 25 hours of wire and tape recordings to be condensed for use on network's "We Went Back" show August 14. **BILL DOWNS** who has completed a similar assignment for CBS in Europe, was scheduled to arrive back in New York, June 12.

JACK FITZPATRICK, news manager of KFEL Denver, has been elected president of Denver Radio News Editors Assn.

LIONEL SHAPIRO, CBS Rome correspondent, returned to Italy last week after business trip to New York where he completed negotiations for the filming of his story, "The Sealed Verdict," based upon the Nuremberg trials.

BESSE HOWARD, feminine news analyst for WCAU Philadelphia, will leave July 1 for a two-month tour of Europe accompanied by Laura Lou Brockman, managing editor of Ladies Home Journal. **JANE READ** will replace Miss Howard during her absence.

PAT RYAN, sports director at WKY Oklahoma City, is the father of a girl, Pamela Kay.



"That reminds me—WFDF Flint still has a few availabilities."

WSGN
ABC
A Big Target!
The north Alabama market is a billion dollar target—and when you hit it, results speak! WSGN hits the bulls-eye, sponsors tell us. Analyze audience preference surveys and you'll see why. *WSGN regularly leads all Birmingham stations with daytime (8 AM-6 PM) listeners.* . . . So, hit the target. Buy Alabama's leading station!

ALABAMA'S BEST BUY FAR!
WSGN
THE NEWS - AGE - HERALD STATION

BIRMINGHAM 2, ALABAMA
Represented Nationally By Headley-Reed

What is

A DOLLAR'S WORTH OF LISTENERS?

$$\frac{\textit{Possible Audience}}{\textit{Time Cost}} = \textit{Listeners per Dollar}$$

ON CFRB THE ANSWER IS...:

2,795 radio homes after 7 p.m.
3,475 " " between 6-7 p.m.
5,195 " " at other times
. . . for every dollar!

You get your dollar's worth on CFRB . . . and more! Figures apart, the advertisers who, year after year, have *stayed* with CFRB give you the final answer . . . they stay because they get results!

That's the picture: on CFRB, you reach *more* radio homes . . . *more* prospects for your product . . . than on any other Toronto station.

CFRB

TORONTO

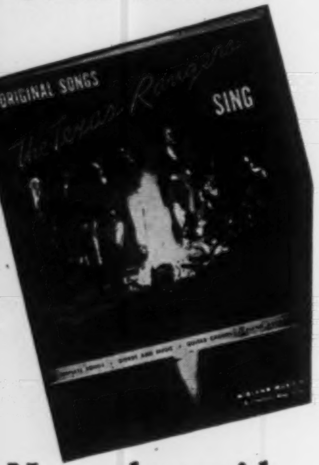
REPRESENTATIVES:

UNITED STATES
Adam J. Young, Jr. Incorporated

CANADA
All-Canada Radio Facilities Limited

Has the Ear of Ontario!

Making *the best* even better!



Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

Hagman Is Named To WLOL Position

Had Resigned Post With ABC To Return to Twin Cities

Mr. Hagman

APPOINTMENT of C. T. (Swannee) Hagman as executive vice president and sales manager of WLOL Minneapolis has been announced by Norman Boggs, president and general manager of the station.

Mr. Hagman had resigned earlier this year as general manager of the ABC Central Division [BROADCASTING, March 17], after reported dissatisfaction with living conditions for his family and himself in Chicago. Prior to his assumption of the ABC post, Mr. Hagman had been associated with WTCN Minneapolis, since 1934. He was vice president and general manager when he left that station [BROADCASTING, July 1, 1946].

While in the Twin Cities, Mr. Hagman had served as chairman of the local war bond drive, on the board of directors of the Better Business Bureau, as chairman of the NAB state sales manager committee and on the NAB state public relations committee.

KPAC, PORT ARTHUR, TEXAS offers

. . . Fulton Lewis, jr., one of the best known and highest rated commentators in the business. Now available for your exclusive sponsorship over KPAC, located in the very heart of Texas' rich industrial area, where 1946 BMB reports an increase in radio homes of *over* 96,000! We sincerely believe that Mr. Lewis, who has been called "The Greatest Reporter alive today," is one of the best radio buys on the market.

FULTON LEWIS JR

America's Foremost Commentator on National Affairs

MONDAY
thru
FRIDAY
6:00-6:15 P.M.
CST

For full information on ratings, cost, etc., wire or call

KPAC
Phone 7458
Port Arthur, Texas

WWJ-TV'S FIRST WEEK SUCCESS—12 SPONSORS

WWJ-TV, television station of the *Detroit News*, which went on the air June 3 [BROADCASTING, June 9], had an even dozen sponsors during its opening week, with most of them staying on a regular schedule basis. Station operates Tues.-Sat., 2-5:30 p. m. and 7-9:30 p. m.

Dedicatory show opening day was followed by the telecast of a home game of the Detroit Tigers baseball club, sponsored by the Goebel Brewing Co. Heading WWJ-TV's sponsor list is the J. L. Hudson Co., department store, which purchased a block of time in 1945 on an "if and when television comes to Detroit" basis.

Other opening week clients were the Bulova Watch Co., Chevrolet Motor Co., Detroit Edison Co., Ford Associated Dealers, Grinnell Brothers Music House, Hot 'n' Kold Shops, Norge Division-Borg Warner, Sams Inc., Harry Suffrin, U. S. Rubber Co., and Ned's Auto Supply Co.

During the entire week, the station maintained an open house suite at the Book-Cadillac Hotel with five large television sets on display, to show clients, potential clients and the press what video will look like in the home.

'Thin Man' Replacement

DURING the summer hiatus of General Foods' *Adventures of the Thin Man* on CBS, Fridays, 8:30-8:55 p. m., the *Robert Q. Lewis Show* is being heard in that period, June 13 through July 25. The Lewis show, formerly heard on CBS Saturdays, 7:30-7:45 p. m., was replaced by *Waitin' for Clayton* on June 14 and beginning June 21 through Aug. 16 the Clayton show will be aired on Saturdays, 7:30-8 p. m.

NETWORK ACCOUNTS

Renewal Accounts

COLGATE - PALMOLIVE - PEET, Jersey City, N. J. (Super Suds), July 8 for 26 weeks renews "Blondie" on CBS, Sun. 7:30-8 p.m. Agency: William Esty & Co., New York.

BORDEN Co., Toronto (milk products), Sept. 30 renews "Canadian Cavalcade" on 30 Trans-Canada network stations, Tues. 8:30-9 p.m. Agency: Young & Rubicam, Toronto.

NORTHERN ELECTRIC Co., Montreal (electric appliances, radios), Oct. 6 to March 29, 1948, renews "Northern Electric Hour" on 30 Trans-Canada network stations, Mon. 8-8:30 p.m. Agency: Harry E. Foster Agencies, Toronto.

BURNS Co. Ltd., Vancouver (meatpackers), July 1 extends "Burns Chuckwagon" to Sept. 23 on 15 western Dominion network stations, Tues. 10:30-11 p.m. Account may expand to eastern Canada with same program in fall. Agency: Stewart-Lovick & MacPherson, Vancouver.

Net Changes

GULF OIL Co., New York, June 24 switches "We The People" on CBS from Sun. 10:30-11 p.m. to Tues. 9-9:30 p.m. Agency: Young & Rubicam, New York.

CAMPBELL SOUP Co., New Toronto, Ont. (soups), June 25 cancels Jack Carson show on 29 Dominion network stations, Wed. 8-8:30 p.m. Agency: Cockfield, Brown & Co., Toronto.

SPONSORS

PETER SIMON, former assistant advertising director for candy and grocery division of Sweets Co. of America Inc., Hoboken, N. J., has been appointed advertising director for that division.

GILLETTE SAFETY RAZOR Co., Boston, June 1 for 52 weeks, renewed "Gillette Cavalcade of Sports" on WBNT New York, NBC television station. Contract calls for television of all Madison Square Garden and St. Nicholas Arena boxing bouts under auspices of Twentieth Century Sporting Club, as well as of all championship bouts of heavyweight titleholder Joe Louis. Agency: Maxon Inc., New York.

FLORA MIR, New York (candy mfgrs. and retailers) has appointed Peter McDonnell Inc., New York, to handle public relations, advertising and sales promotion for their nine retail stores and candy kitchens. Initial plans call for a spot announcement campaign scheduled to start sometime in September. Peter McDonnell firm has selected Modern Merchandising Bureau as advertising agency on the account.

RICH-MAID PRODUCTS Co., Glendora, Calif. (soft drink extract), has appointed Don Mack Adv., Los Angeles, to place advertising. **KOLD-KIST FOODS**, Los Angeles (frozen foods), has also appointed agency, to handle advertising.

EDGAR WAITE, manager of public relations department, Standard Oil Co., San Francisco, has resigned.

PACIFIC BREWING & MALTING Co., San Jose, Calif. (Wieland's beer), has appointed Honig-Cooper Co., San Francisco, to place advertising, effective Jan. 1, 1948.

LONGINES-WITTNAUER WATCH Co., New York (watches), June 9 started third year of thrice weekly half hour transcribed "The World's Most Honored Music" on KNX Hollywood. Agency: Arthur Rosenberg Co., New York.

GULF OIL Corp., Pittsburgh, June 26 renews for 13 weeks "Gulf Television News" on WCBS-TV New York. This marks firm's fifth straight 13-week renewal of show. Agency: Young & Rubicam, New York.

WALSH LABORATORIES Inc., Chicago (Rodan - rodent exterminator), and **BUTCHER SHOP FOODS**, Chicago (canned dog food), have appointed Makelim Assoc., that city, to handle national advertising. Radio will be used. **JOHN J. WALSH Ltd.**, Chicago (Bizz-soap detergent), also has appointed that agency to service account with radio contemplated.

INKOGRAPH Co., New York (fountain pens), has appointed Lester Harrison Inc., New York, to handle advertising campaign. Radio will be used. Fall plans may include a program on limited network.

A. N. HANNA Co., Atlantic Highlands, N. J., has appointed Raymond Adv., Newark, N. J., to handle advertising. Radio will be used.

KOH Reno, Nev. has completed plans to broadcast the $15,000 Reno Open Golf Tournament Aug. 21-24.

PHILADELPHIA'S No. 1 Disc Jockey

Doug Arthur with Danceland

10,000 Watts

WIBG

REPRESENTED Nationally by Adam J. Young [illegible]
In New York by Joseph Lang [illegible]

TECHNICAL

WILLIAM P. CHESNES, member of engineering staff of WSTV Steubenville, Ohio, has been named assistant chief engineer of station.

GENE RIDER, CBS engineer, correspondent, producer-director and director of special events, successively, has returned to WQAM Miami, Fla., and to his former position as chief engineer. Mr. Rider left WQAM in 1941 to join the network engineering staff. His return to WQAM is to give him more time for his secondary occupation, fiction writing.

Mr. Rider

KENNETH B. PENDLETON, formerly with Broadcast Equipment Div. of Raytheon Mfg. Co., Chicago, and previously chief engineer at KWSC Pullman, Wash., has joined WKBZ Muskegon, Mich., as chief engineer. He will direct construction of new 1,000 w transmitter for station.

FRANK GELUCH, recently discharged from Canadian Army, has rejoined CKWX Vancouver, as operator.

RAYTHEON MFG. Co., Special Tube Section, Newton, Mass., has developed new subminiature tube, type CK608CX. It is a high mutual conductance triode with 200 milliampere, 6.3 volt heater. Tube is only four-tenths of an inch in diameter and 1½ inches long, but will put out about 1 w of power at approximately 25 percent efficiency in band of 460-470 mc. Reduced output can be obtained up to 800 mc or more.

CHARLES HENDRICKSON, veteran of Army Combat Engineers, has joined WWGP Sanford, N. C. as transmitter engineer.

AL RANEY, engineer at KWSC Pullman, Wash., has resigned to join General Electric Co. He is replaced at KWSC by **IRA MYERS**, transmitter maintenance engineer.

TELEX Inc., Electro-Acoustic Div., Minneapolis, has announced a new type headphone, the Monoset, for use by control room engineers, transmitter engineers, producers and announcers. The Monoset is worn under the chin rather than over the head, eliminating ear pressure and head fatigue. It is made of Tenite plastic which is durable, yet light in weight. Volume control permits wearer to determine his own level of hearing.

DUMOR PLASTICS Inc., Atco, N. J. is now producing a new plastic compound, Dumor, to be used as an "extender" or substitute for scarce shellac in manufacturing records.

LEONARD BRONDUM, member of engineering staff of WWL New Orleans, is the father of a girl, Cathy.

SORENSEN & Co., Stamford, Conn. has announced a new general purpose portable AC voltage regulator, featuring electronic control circuits and designed specifically for component applications with electrical equipment utilizing light loads. New regulator, Model 150, has input voltage range of 95 to 125 volts AC with output of 115 volts.

9 OUT OF 11

FAMILIES IN THE GREAT POMONA VALLEY (200,000 POP.) LISTEN TO KOCS REGULARLY.

* Survey figures available

AM KOCS FM

ONTARIO CALIFORNIA

WDIA, SIXTH MEMPHIS STATION, IS LAUNCHED

WDIA, sixth station in Memphis, went on air June 7, operating on 730 kc with 250 w daytime.

Co-owners of Bluff City Broadcasting Co., the licensee, are E. R. (Bert) Ferguson and John R. Pepper. Mr. Ferguson is general manager of the station and Mr. Pepper takes an active interest. Mr. Ferguson has been manager of WDSG Dyersburg, Tenn., and WJPR Greenville, Miss., formerly owned by Mr. Pepper.

Commercial manager of the new station is Lou Zlotky, formerly with WMPS and WHHM Memphis. Gene Allen Carr, former program director of WHBQ Memphis, is program director. Chief Engineer Frank Edwards, former chief engineer of WHBQ, was engaged in experimental radio work at the Army's Wright Field, Ohio, Laboratory during the war. Christine Cooper, continuity chief, was formerly with WMPS.

Station has a 380-ft. antenna, located about two miles from the studios at 2074 Union Ave. Gates equipment is used throughout.

Operating as an independent, station will emphasize special events and music. As a promotion stunt WDIA has circulated 10,000 pennies with the station's call letters and frequency pasted on.

WMPS on afternoon of June 6 aired special quarter-hour show to welcome WDIA to the Memphis radio fold. Program reviewed history of the new station and featured interviews with several of the WDIA executives and staff members.

Sixth station to take the air in Memphis, WDIA, is housed in this modern structure.

Philco Salaries

JOHN BALLANTYNE, president of Philco Corp., last year received $65,000 salary and $10,200 profits, according to a report filed by the company with the Securities and Exchange Commission, Philadelphia. Report also revealed that William Balderson, executive vice president, received $50,833 plus $7,100, and that James H. Carmine, vice president in charge of merchandising received $49,876, plus $9,300.

Kelly Joins S-C

WILLIAM J. KELLY, former eastern district manager of McGraw Electric Co., has joined the Stromberg-Carlson radio sales division as district merchandiser, where he will cover the metropolitan area and the eastern seaboard as far south as Virginia.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

ADELINE HANSON, formerly of Standard Transcription, Hollywood, has joined Lampson Transcription Co., that city, as head of production and promotion.

TEMPO RECORD Co. of America, Hollywood, has contracted with Raymond R. Morgan Co., that city, package owner of MBS "Queen For A Day," to produce an album utilizing program name with appropriate music. Promotional aid will be given on each broadcast with one album going to a contestant.

NBC RECORDING Div., Hollywood, has moved into larger quarters in new wing of network's building at Sunset Blvd. and Vine St.

SELECTED RADIO FEATURES, Hollywood, has signed a five year pact with Jimmy Wakely, western movie star, for radio transcription series "Jimmy Wakeley's Western Song Parade." Series of quarter hour shows will feature Mr. Wakely and his orchestra, the Sunshine Girl's Trio and other vocalists.

R. LANGDON MANDERS, former West Coast representative for Music Business and Music Makers magazines and publicity director for Los Angeles Junior Chamber of Commerce, has been appointed publicity manager for Standard Radio Transcription Services Inc., Hollywood.

FRED GUTHRIE of KFI Los Angeles transcription department and Patricia Doyle have announced their marriage.

TELE-RADIO Creations Inc., Chicago, newly-founded radio packaging company, is currently producing open-end transcriptions for a series to be known as "It Really Happened," based on the little-known facts in the lives of famous people.

Naval History

INFORMATIVE program dealing with history of U. S. Navy began 4-week series June 7 over WBBM Chicago. Produced by **Hal Miller**, program is written and enacted by members of the Glenview Naval Air Station. Show is heard Sat. 4:45-5 p.m. (CDST).

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

"IBCing you" . . . in INDIANAPOLIS

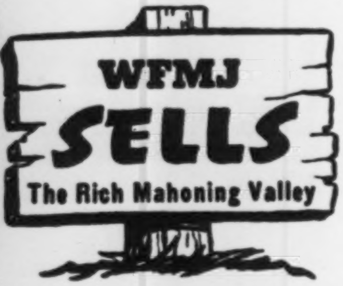
Annie Re-styles Old-time Almanac for Atomic Age

"Annie's Almanac," newest on the long and lively list of WIBC Live Talent Shows, is a page from the almanacs of the past—brought up to date for the modern matrons of Hoosierland. Heard Monday, Wednesday and Friday from 11:30 to 11:45 a.m. (C.D.S.T.), over WIBC, "Annie's Almanac" features a fast-paced parade of songs and homemaking shop talk, with winsome Ann Wagner providing the tunes and tips while Actor-Producer Barry Lake turns the almanac pages. Also included on this bright, new WIBC production are fashion headlines, instrumental music and singing weather reports. For a full audition of the facts on "Annie's Almanac," get in touch with your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC 5000 WATTS BASIC MUTUAL

The INDIANAPOLIS NEWS Station



AND HERE'S WHY!
THERE'S MORE
"SETS IN USE"
An Average of 45% More
Than National Average
•
Youngstown Ratings
of Network Shows
Average 100% Higher
•
A Greater Audience
at Lower Cost
Ask HEADLEY-REED

WFMJ

The ABC Station For
YOUNGSTOWN, OHIO

BMB Acceptance

(Continued from page 23)

Their value lies chiefly, I think, in connection with the small, rural stations or certain merchandising areas.

"As for the 'once-a-week' listening basis, I don't think that means too much in the realm of media value. That could be improved upon. Other factors that might be included are whether listeners catch daytime, afternoon or evening programs; whether they listen to one particular station occasionally, and what station they listen to most. But, as I say, the BMB area reports are a good start on the basis of evaluating listener intensity."

Hollie Shively, timebuyer, Ruthrauff & Ryan: "This is the first time we have had reports on the same basis for a majority of stations. The 'once-a-week' listening basis should be increased, and BMB reports should be made yearly."

Russell W. Tolg, radio director, BBDO: "We found the BMB reports very helpful. They are particularly bad in places where no stations were represented in that an adequate appraisal of other stations was difficult. The BMB map shows instances of where 10% of the families in certain territories listen to one station. Of course, the product being merchandised enters into the picture. If it is such that it can be merchandised in that section, then the 10% is O.K. But that's a thin percentage, and we don't think that's very good. We would prefer a larger percentage, say 50%.

"In that connection, the 'once-a-week' basis now used is not particularly ideal. It is merely a 'potential.' For something like spot announcement campaigns or chain breaks, a basis of from three to five times-a-week would be better. That would be not merely a 'potential' but actual. The reason is obvious: people do not tune in commercials to hear them."

'Very Valuable'

Kay Kennelly, timebuyer, Arthur Meyerhoff & Co.: "The BMB reports were very valuable, though I haven't had a chance to use them yet. I think they're valuable because they go into the density of station coverage pretty well. The biggest fault I find with the reports is that they don't list the network affiliations of the stations. As for the lowest county coverage we would use, that would depend on the account itself, the nature of the product, and other factors. In some cases we might use 75%, in others 60% and even as low as 25% if we thought the purpose could be served in so doing."

Ralph Cushing, timebuyer, Presba, Fellers & Presba: "We've received station reports from different areas so far, but that's all."

Genevieve Lempert, timebuyer, Foote, Cone & Belding: "We have used 66 2/3% coverage in city or county as a basis for station choice. So far, frankly, it is too early to say just how we are going to use BMB reports. I think there are a lot of possibilities, but it will take time to work out problems that will arise in its use."

West Coast

Charles Chaplin, radio director, Brisacher, Van Norden & Staff, Los Angeles: "BMB area reports have been a decided aid on comparative breakdowns between stations in different cities. However, it is unwise to place undue dependence upon them since the manner of sampling is too broad in definition of a regular listener."

Dave Taylor, manager of Pacific Coast radio, Foote, Cone & Belding, Hollywood: "Use Hooper for what Hooper is for and use BMB for what BMB is intended. In a recent study made for one of our clients BMB proved extremely useful as an extra form of measurement in deciding upon stations to be used."

Robert Thurmond, media director of J. Walter Thompson Co., Los Angeles: "It is still too early to evaluate BMB in total but it should prove extremely valuable in station comparisons as well as in other types of comparisons now possible."

Harry W. Witt, assistant general manager of CBS Western Division: "We find many advertisers and agencies interested in our BMB figures. To further refine these figures we are processing maps showing various levels of intensity."

Howard Tullis, president of The Tullis Co., Hollywood: "BMB reports are extremely valuable because they provide us with more complete information on distant markets than we are familiar with first-hand. We know of no other course for comparable information."

Typical of unidentified comment was the remark of a San Francisco station manager who felt that BMB "is stacked against the smaller stations." Another from that vicinity said that there is "some value in the use of BMB in comparing similar stations but all perspective disappears when applied to smaller stations."

'Misunderstood'

One San Francisco agency radio director expressed belief that "BMB is being opposed because it is misunderstood. By itself it has no value, but in combination with other indices points up useful information."

Another San Francisco agency executive said: "There is no one research determinant which provides an absolute answer by itself. So with BMB. In combination with market data and Hooper material a clearer focus is possible."

Assuming continuance of BMB, most agency and industry representatives queried on the West Coast expressed need for greater promotional effort to gain widespread acceptance of measurement.

Yankee News Letter

YANKEE NEWS LETTER, started during the war to bring Yankee Network servicemen news from home and then suspended for 16 months when servicemen returned, was resumed on June 2 by the network, but this time as an official, permanent house organ. Founded by Linus Travers, executive vice president and general manager of the network, the publication is edited by Martha B. Johnson, with art work by Hazel Waltz and Joe Corey.

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THANKS for order for major share of $300,000 worth of television equipment WGN Chicago is purchasing for its video station, WGNA, scheduled to start about Jan. 1, is received by Carl J. Meyers (l), WGN engineering director, from Stephan Pozgay (center), district representative of General Electric's Transmitter Division, and G. S. Peterson, central district manager, GE Electronics Division.

Kobak on BMB

(*Continued from page 23*)

fashioned "half-millivolt" methods. We had to go out and find just what the receiving sets were able to receive, after overcoming local noise, interference, static, and similar obstacles that affect radio listening.

BMB Interested

BMB is quite interested in these studies of ours, and we are, of course, making available to them all the information and knowledge we collect as a result. I believe it is quite possible that the Mutual engineering studies may show the way to a valuable expansion of BMB activities, especially along the lines of obtaining information which is unobtainable by annual or biannual listener surveys. In any case, we are still supporting BMB and intend to do our best to help it along.

As I understand it, the Broadcast Measurement Bureau was formed to ensure thorough-going measurement of the medium of broadcasting from the standpoint of its "advertising dimensions." It was not formed with the idea of making program ratings, or listenership studies as applied to individual programs, but it was formed to establish the facts about the radio audience, its location, and its overall listening habits as applied to stations and networks.

So far as I know, BMB was not formed to promote any particular type of survey or research, and certainly was not formed to promote the interests of any one kind of radio station or network. It was supposed to be representative of all phases of the medium, working in cooperation with the buyers of time and their agencies.

The need for such an organization existed for so many years that now that we have BMB it seems inconceivable to me that anybody seriously interested in the business of broadcasting should be in doubt as to whether BMB should be encouraged or developed or improved or perpetuated. Since the 1946 survey has its inevitable shortcomings, our job is to make the next one better—not to junk BMB as an organization. Even if the next survey is also imperfect, I see it as our job to try for still better achievements the time after that.

Can't Be Perfect

No organization with a job as big as that assigned to BMB can be expected to be perfect from the outset. It has to go through a period of growth and development.

I think BMB has made a wonderful start, but I am not one of those who would whitewash everything it has done by giving it a rosy endorsement of a general nature. I would simply say that great progress has been made, that we have learned about some of the faults and shortcomings of the particular method of research which was used, and that a concerted effort is right now under way to get to the bottom of these shortcomings and to eliminate them from the next job.

At the time Mutual joined the industry in sponsoring BMB, it was fully realized that such a survey could not be expected to measure the coverage and circulation of a network which was growing at the rate of 100 stations per year. But we supported, and Mutual will continue to support BMB, because we believe in an industry-wide measurement bureau representing both buyers and sellers of time, and because we believe that BMB—if properly supported by all concerned—will eventually develop measurements and techniques to present the complete, up-to-date facts about station and network audiences. We are confident that such measurements will prove out and fully support our claims for the tremendous improvements made by Mutual in the past couple of years.

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CJCA Edmonton, Alta., awarded two $50 scholarships at the recent 40th Alberta Musical Festival held at Edmonton. CJCA also offers a $100 scholarship annually to the winner of the piano class in the Edmonton Musical Festival.

$100 Facsimile Recorder Announced by Alden Co.

A LOW PRICED facsimile recorder retailing for $100 was announced last week by the Alden Products Co., Brockton, Mass. The recorder is not designed to reproduce a complete newspaper in the home but will print a small program on sheets slightly more than four inches wide, the company said.

Previous quotation by other companies for facsimile sets and recorders ranged from $675 to $1200. The Alden recorder is the result of a joint research project by several New England firms interested in producing popularly priced facsimile equipment having a wider sales range than that hitherto offered.

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ACTIONS OF THE FCC

JUNE 6 TO JUNE 12

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-condition(s)
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

June 6 Decisions . . .

BY COMMISSIONER DURR

WTOD Toledo, Ohio—Granted motion to accept late appearance in re application.

KANS Wichita, Kan.—Granted petition for leave to amend its application to specify DA-D instead of nondirectional.

Leavenworth Bcstg. Co., Leavenworth, Kan.—Granted petition for leave to amend application to specify 1410 kc with 500 w D instead of 1130 kc 1 kw D. Amendment was accepted and application removed from hearing docket.

Sky Bcstg. Service, Kansas City—Commission, on its own motion, removed from hearing docket application.

Southern Illinois Bcstg. Co. Inc., Centralia, Ill.—Granted petition to dismiss without prejudice application.

KFJI Klamath Falls, Ore.—Granted petition for leave to intervene in hearing on application of KRKD.

KOVO Provo, Utah—Granted petition for leave to intervene in hearing on application of Public Bcstg. Service Inc.; exception noted by counsel for applicant.

Express Pub. Co., San Antonio, Tex.—Denied petition requesting dismissal without prejudice of its application.

Mahoning Valley Bcstg. Corp., Youngstown, Ohio—Granted petition insofar as it requests leave to amend application to add to application further engineering study regarding interference cond. Insofar as petitioner requests removal from docket, it is denied. Granted petition requesting leave to add to application statement regarding applicant's willingness to accept grant subject to limitations received from certain other applications.

The Voice of Fallen, Fallen, Nev.—Dismissed petition seeking reconsideration of Commission action on March 27, granting without hearing application of Reno Newspapers Inc., to set aside said grant and designate application for consolidated hearing with petitioner's application.

Daily News Television Co., Philadelphia—Denied petition requesting Commission to designate early hearing date in re its application and that of Pennsylvania Bcstg. Co.

KJAN Bcstg. Co. Inc., Opelousas, La.—Granted petition for leave to amend its application to show revised DA array, etc. Amendment was accepted and application as amended removed from hearing docket.

WJOL Joliet, Ill.—Granted petition for leave to amend application to change name from WCLS Inc. to Joliet Bcstg. Co.

WDEL Inc., Wilmington, Del., et al.—Granted joint petition requesting continuance of consolidated hearing presently scheduled June 9 and continued same to June 23.

WKMH Dearborn, Mich.—Granted petition for leave to amend its application to specify unl. time on 1310 kc instead of D etc. Amendment was accepted; record was ordered reopened, and further hearing scheduled July 15 in Washington.

Wyandotte News Co., Wyandotte, Mich.—Dismissed petition requesting Commission to return application of Suburban Bcstrs. for unl. time on 1310 kc, submitted March 10.

Cumberland Pub. Co., Pikesville, Ky.—Granted petition to accept late appearance in re its application.

Woodward Bcstg. Co., Detroit—Granted petition for continuance of hearing presently scheduled June 11 on its application; continued same to July 8.

Tidewater Bcstg. Corp., Norfolk, Va.—Granted petition for extension of time in which to file exceptions to proposed decision and extended time to June 18.

WDUK Durham, N. C.—Granted petition for leave to amend its application to specify 1310 kc with 1 kw-D 500 w-N instead of 1270 kc 1 kw-D 500 w-N. Amendment was accepted and application as amended was removed from hearing docket.

WBAX Wilkes-Barre, Pa.—Denied petition requesting enlargement of issues in re application of WARM.

KMAC San Antonio, Tex.—Granted petition for leave to amend its application to show revised DA-D.

News Syndicate Co. Inc., New York—Granted petition for extension of time in which to file reply brief in case of New York FM proceeding, and time was extended to June 9.

BY COMMISSIONER HYDE

KTHS West Memphis, Ark., et al.—Commission on its own motion continued further consolidated hearing in re Dockets 7086 et al, presently scheduled June 16, and continued same to June 26.

June 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WALA-FM Mobile, Ala.—Mod. CP which authorized new FM station, for extension of completion date.

License for CP

Allen B. DuMont Labs. Inc., Area of Washington, D. C.—License to cover CP which authorized new exp. television relay broadcast station W3XHC.

Modification of CP

KSGN Near Centerville, Calif.—Mod. CP which authorized new standard station, to change type trans. and to specify studio location.

AM—1290 kc

Gilroy Bcstg. Co. Inc., Gilroy, Calif.—CP new standard station 1290 kc 1 kw D.

FM—Unassigned

Redlands Bcstg. Co., Redlands, Cailf.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 250 w.

Modification of CP

KJBS-FM San Francisco—Mod. CP which authorized new FM station, for extension of completion date.

WRLC-FM Toccoa, Ga.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

WBYS Canton, Ill.—Mod. CP, as mod., which authorized new standard station. to make changes in vertical ant., to change trans. and studio locations and for extension of completion date.

WQDI Quincy, Ill.—Mod. CP which authorized new FM station, for extension of completion date.

WCTW New Castle, Ind.—Mod. CP, as mod., which authorized new FM station, for extension of commencement and completion dates.

WPAD Paducah, Ky.—Mod. CP which authorized installation of new vertical ant. and to change trans. location, to install new trans.

WWJ-TV Detroit—Mod. CP, as mod., which authorized new commercial television station, for extension of completion date.

KSTP-FM St. Paul, Minn.—Mod. CP, as mod., which authorized new FM station, for extension of commencement and completion dates.

AM—1200 kc

Cecil W. Roberts, Farmington, Mo.—CP new standard station 1200 kc 1 kw D. AMENDED to change frequency from 1200 to 1350 kc and change type trans.

Modification of CP

The St. Louis U., St. Louis—Mod. CP which authorized new exp. television station W10XDP, for extension of commencement and completion dates.

KBRL McCook, Neb.—Mod. CP which authorized new standard station, for approval of ant. and trans. location and to specify studio location.

Transfer of Control

KBNE Boulder City, Nev.—Voluntary transfer of control of licensee corporation from J. C. Manix, Don Ashbaugh, C. C. Applegate, P. S. Webb and C. A. Savage to Edward J. Jansen, Melvin Larson and Truman B. Hinkle (300 sh. of capital stock-100%. Includes KBNA).

KELN Ely, Nev.—Voluntary transfer of control of licensee corporation from J. C. Manix, Don Ashbaugh, C. C. Applegate, P. S. Webb and C. A. Savage to Edward

(*Continued on page 84*)

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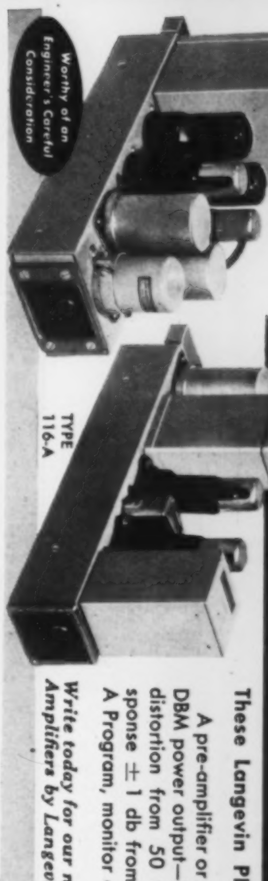

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Actions of FCC

(Continued from page 83)

Applications Cont.:

J. Jansen, Melvin O. Larson and Truman B. Hinkle. Also mod. CP, as mod. which authorized new standard station, for extension of commencement and completion dates.

Modification of CP

WSNJ Northeast of Bridgeton, N. J.—Mod. CP, as mod., which authorized installation of new vertical ant. with FM ant. mounted on top and move trans., for extension of completion date.

AM—1220 kc

WGNY Newburgh, N. Y.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WNYC-FM New York—Mod. CP, as mod., which authorized changes in new FM station, to change ERP to 18 kw, frequency to Channel 230, 93.9 mc; and make changes in ant.

Modification of CP

WSYR-FM Syracuse, N. Y.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

License for CP

WHPE High Point, N. C.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WVAW Cheviot, Ohio—Mod. CP which authorized new FM station, to change name to Suburban Bcstg. Inc.

AM—1080 kc

Lancaster Bcstg. Co., Lancaster, Ohio—CP new standard station on 1080 kc 250 w D.

Modification of CP

WWSO Springfield, Ohio—Mod. CP which authorized new standard station, to increase power from 250 w to 1 kw, change type trans. and for approval of ant. and trans. location and to specify studio location.

KSEO-FM Durant, Okla.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

KOKU Norman, Okla.—Mod. CP, as mod., which authorized new noncommercial educational station, to change trans. site.

KASH Eugene, Ore.—Mod. CP which authorized new standard station, to change type trans. and to change studio location.

AM—910 kc

Tri-Borough Bcstg. Co., Apollo, Pa.—CP new standard station 890 kc 250 w D. AMENDED to change frequency from 890 to 910 kc; power from 250 w to 1 kw D and change type. trans.

Modification of CP

KGNC Amarillo, Tex.—Mod. CP, as mod., which authorized change in frequency, increase power, change type trans., install DA-DN and change trans. location, for extension of completion date.

WCRK Morristown, Tenn.—Mod. CP which authorized new standard station, to change type trans., to make changes in vertical ant., to change trans. and studio locations and for extension of completion date.

SSA Extension

KWBU Corpus Christi, Tex.—Extension of special service authorization to operate on 1030 kc 50 kw with nondirectional ant. during hours from local sunrise at Boston to local sunset at Corpus Christi for period not to exceed six months from June 15.

Modification of CP

WLVA-FM Lynchburg, Va.—Mod. CP, as mod., which authorized new FM station, for extension of commencement dates. AMENDED to delete commencement date and to specify completion date.

WPLH-FM Huntington, W. Va.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

FM—Unassigned

Springtime City Bcstg. Co., Clearwater, Fla.—CP new FM station (Class A) on frequency to be assigned by FCC, ERP 600 w and ant. height above average terrain 236.5 ft.

FM—101.9 mc

Idaho Radio Corp., Idaho Falls, Ida.—CP new FM station (Class B) on frequency Channel 270, 101.9 mc, and ERP 5.3 kw.

Modification of CP

WKJG-FM Ft. Wayne, Ind.—Mod. CP which authorized new FM station, for extension of completion date.

WBAT Marion, Ind.—Mod. CP which authorized new standard station, to change power from 1 kw to 500 w and install new trans.

AM—1240 kc

WCOU Lewiston, Me.—CP install new vertical ant. and mount FM ant. on AM tower, and to change trans. location.

Modification of CP

KWGD St. Louis—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

KIYI Shelby, Mont.—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location and to specify studio location. AMENDED to make changes in ant.

FM—Unassigned

Harold O. Bishop, Somerset County, N. J.—CP new FM station (Class B) on frequency to be assigned by FCC, ERP 2.3 kw. AMENDED to change class of station from B to A; type trans.; ERP from 2310 w to 933.12 w and make changes in ant. system.

Modification of CP

WNYB Kenmore, N. Y.—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location and to specify studio location.

AM—930 kc

Charlotte News Pub. Co., Charlotte, N. C.—CP new standard station 1400 kc 250 w unl. AMENDED to change frequency from 1400 to 930 kc; power from 250 w to 5 kw; install DA-DN and change type trans., change trans. location.

Modification of CP

WILX North Wilkesboro, N. C.—Mod. CP, as mod., which authorized new standard station, to specify studio location.

AM—630 kc

KMAC San Antonio, Tex.—CP to change frequency from 1240 to 630 kc, increase power from 250 w to 5 kw, install new trans. and DA-DN and change trans. location. AMENDED re change in DA-D.

License Renewal

Applications for renewal of standard broadcast license filed by KARV KCLA KGFL KMHL KNAK KOKO KRE WDAS WEOA WJLD WSAM.

Racine Bcstg. Corp., Racine, Wis.—License renewal remote pickup stations WEHT WELT.

KLIZ Brainerd, Minn.—License renewal standard station.

KTRC Santa Fe. N. M.—Same.
KTTS Springfield, Mo.—Same.
WCOS Columbia, S. C.—Same.
WPAY Portsmouth, Ohio—Same.

APPLICATION DISMISSED

AM—840 kc

Port City Bcstg. Co., Port Arthur, Tex.—CP new standard station 840 kc 1 kw D. DISMISSED June 5. Request of applicant.

APPLICATION DELETED

Relay Station

KRIC Inc., Area of Beaumont, Tex.—CP new relay station on 31.22, 35.62, 37.02 and 39.26 mc, power of 15 w, emission A3 and hours of operation unl. (KRBT) DELETED June 4.

APPLICATION RETURNED

FM—Unassigned

Springtime City Bcstg. Co., Clearwater, Fla.—CP new FM station (Class A) on frequency to be assigned by FCC, ERP 600 w and ant. height above average terrain 236.5 ft. RETURNED May 26. Program analysis not submitted.

TENDERED FOR FILING

Assignment of License

KGGF Coffeyville, Kan.—Consent to assignment of license to The Midwest Bcstg. Co. Inc.

AM—1260 kc

Williamson County Bcstg. Co., Taylor,

Decline in Sunspots

HIGHEST sunspot number in over a century occurred in May, according to the National Bureau of Standards, seriously impairing communications, but the peak of the cycle appears to have passed. The Bureau anticipates continued decrease in sunspot number this month.

Anonymous Tip

KMBC Kansas City credits tip from an anonymous news source with enabling station to get what it claims was a half hour's head start on other Kansas City outlets with the news that evidence in city's election fraud investigation had been stolen from the Jackson County courthouse. Erle Smith, KMBC news director, received tip less than 10 minutes after theft was discovered, the station reports. Quick call to KMBC newscaster Bill Griffith caused him to throw away his prepared newscast in favor of the new story for his 8:25 a. m. broadcast. More detailed information was carried on 8:45 and 9:45 a. m. newscasts.

NEBRASKA RESOURCES UNIT MEASURE PASSED

SUPPORTED by the Nebraska Broadcasters Assn. at their annual meeting last month, a bill to establish a "Division of Nebraska Resources" passed the Nebraska Unicameral Legislature on June 4 and was signed by Gov. Val Peterson.

The bill puts the new division under the State Dept. of Agriculture with a $25,000 appropriation to finance collaboration with agricultural and industrial groups in devising ways to assist new industries and to make better use of existing facilities and resources. Measure was explained to listeners by member stations of NBA.

In addition to the designation of Harry Peck as president of NBA, [BROADCASTING, June 9], other officers elected at the annual meeting included:

L. L. Hilliard, president and general manager of KOLT Scottsbluff, as vice president, and Robert Thomas, assistant manager of WJAG Norfolk, as secretary-treasurer. Mr. Thomas succeeded his father, Art Thomas, WJAG manager, who declined renomination after serving as secretary-treasurer since 1934.

John J. Gillin Jr., president and general manager of WOW Omaha, as NAB representative (re-elected).

John Alexander, manager of KODY North Platte, and Wick Heath, manager of KMMJ Grand Island, as new directors.

A Nebraska Radio Promotion Committee was formed with Harry Burke, manager of KFAB Omaha, as chairman and composed of Bill Martin, KMMJ commercial manager; Bill Baldwin, manager of KORN Fremont; Lyle DeMoss, WOW program director, and John Alexander, KODY.

North Platte was selected as meeting place for 1948.

IN CHATTANOOGA

THE OUTSTANDING
STATION FOR 21 YEARS
HAS BEEN

WDOD

first in

ADVERTISING
LISTENER ACCEPTANCE
PUBLIC SERVICE

CBS
5,000 WATTS DAY AND NIGHT
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

WBTM
DANVILLE, VIRGINIA
*The Voice of the Rich Piedmont Region **
(SOON 5000 WATTS)
PHONE SANDY GUYER
DANVILLE 2350

** BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly.*

American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

Tex.—CP new standard station 1260 kc 1 kw D.

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Modification of CP

S. H. Patterson, Topeka, Kan.—Mod. CP to specify 1 kw-N 5 kw-D unl. and DA-DN and change the trans. location.

AM—950 kc

Bunker Hill Bcstg. Co., Boston—CP new standard station 950 kc 1 kw D. Request facilities of WORL.

Assignment of CP

KGRI Henderson, Tex.—Consent to assignment of CP to Henderson Bcstg. Corp.

June 10 Decisions . . .

BY THE COMMISSION

Amendments Adopted

Announced adoption of amendments to the standards of good engineering practice concerning standard stations, relating to frequency separation of stations having same general service area. See story this issue.

AM—970 kc

Gordon H. Brozek, Marquette, Mich.—Granted CP for new station 970 kc 1 kw D; engineering cond.

Hearing Designated

Del Paso Bcstg. Co., North Sacramento, and KCVR Lodi, Calif.—Announced amendment to June 3 report to read: Designated for consolidated hearing application of Del Paso Bcstg. Co. for new station 1580 kc 250 w D with application of KCVR to increase power from 250 w to 1 kw and install new trans., operating D on 1570 kc.

BY THE SECRETARY

Tarrant Bcstg. Co., Portable, Area of Ft. Worth, Tex.—Granted license KAAD for change in trans., change power to 100 w and change from portable-mobile to portable. Granted license KEGT to cover change of trans., power from 2 w to 1.75 w, change from portable-mobile to mobile.

WSKY Asheville, N. C.—Granted license for new station 1490 kc 100 w unl.

WELM Elmira, N. Y.—Same 1400 kc 250 w unl.

WHWL Nanticoke, Pa.—Same 730 kc 1 kw D (cond.).

WESB Bradford, Pa.—Same 1490 kc 250 w unl.

WEAM Arlington, Va.—Same 1390 kc 1 kw D.

WSIR Winter Haven, Fla.—Granted license for new station 1490 kc 250 w unl.; cond.; and to specify studio location.

KSEK Pittsburg, Kan.—Granted mod. CP, for approval of ant., trans. location and to specify studio location.

WGL Ft. Wayne, Ind.—Granted mod. CP for extension of completion date to 7-31-47.

WINS New York—Same to 9-25-47.

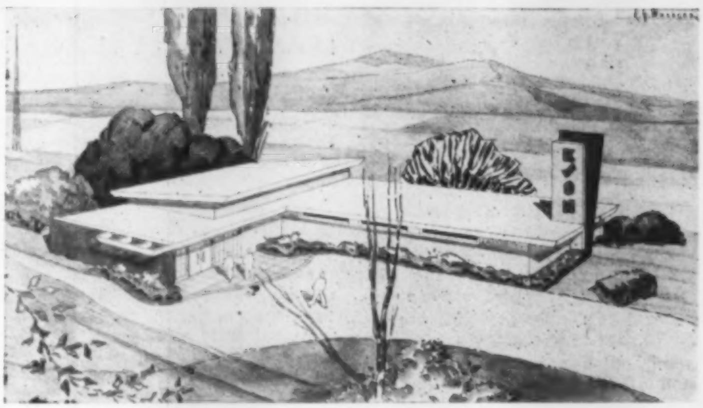
WTIC Hartford, Conn.—Same to 8-15-47.

WFRC Reidsville, N. C.—Granted mod. CP to change type trans.

WCOL Columbus, Ohio—Granted mod. CP for extension of commencement and completion dates to 6-7-47 and 12-7-47, respectively.

WDEF Chattanooga, Tenn.—Granted mod. CP for extension of completion date to 7-1-47.

WGAD Gadsden, Ala.—Granted mod. CP for extension of completion date to 6-21-47.



NEW TRANSMITTER building will be completed about mid-July by KSON, San Diego's new 24 hours a day station which will operate on 1240 kc with 250 w. KSON expects to go on the air about August 1, according to C. Frederic Rabell, general and sales manager, and formerly vice president and general manager, WNCA Asheville, N. C. Licensee is the Studebaker Broadcasting Co., comprising Dr. John Ward Studebaker, U. S. Commissioner of Education, and his son, John Gordon Studebaker, executive director of KSON.

WCEC Rocky Mount, N. C.—Granted mod. CP for approval of ant., to change type trans., for approval of trans. location and to specify studio location; cond.

WINR Binghamton, N. Y.—Granted CP to make changes in trans. equipment.

WBET Brockton, Mass.—Granted CP to mount FM ant. on top of AM tower.

WKST-FM New Castle, Pa.—Granted mod. CP for extension of completion date to 9-22-47.

WCAW Charleston, W. Va.—Granted license for new station 1400 kc 250 w unl.; cond.

WCOP Boston—Granted license for move of old main trans. and installation of composite 5 kw amplifier to be operated as aux. trans. with 5 kw DA.

WNJD Meadville, Pa.—Granted mod. CP for extension of completion date to 9-30-47.

KWNO-FM Winona, Minn.—Same to 9-23-47.

WCIL-FM Carbondale, Ill.—Granted mod. CP for extension of commencement and completion dates to 7-1-47 and 10-1-47.

KLOK-FM San Jose, Calif.—Same to 5-15-47 and 10-15-47.

WPAY-FM Portsmouth, Ohio—Granted mod. CP for extension of completion date to 10-6-47.

WCOC Meridian, Miss.—Same to 6-9-47.

Federal Telecommunication Labs. Inc., Portable, Area of New York—Granted CP new experimental relay station.

WMID Atlantic City, N. J.—Granted mod. CP to change type trans.

WFLO Farmville, Va.—Granted mod. CP for approval of ant., change type trans., approval of trans. location, specify studio location, and change name of applicant to: Mrs. Carla Burnham Keys d/b as Colonial Bcstg. Co.

WDWS Champaign, Ill.—Granted CP install new vertical ant. and mount FM ant. on top of AM tower.

WBKY Lexington, Ky.—Granted license for new noncommercial educational station.

Balaban & Katz Corp., Portable-Mobile, Area of Chicago—Granted license to cover conversion of an exp. TV station to exp. TV relay station W9XPR.

WNAX Yankton, S. D.—Granted mod. CP for extension of completion date to 12-9-47.

WBBM Chicago—Same to 12-15-47.

WPDQ Jacksonville, Fla.—Same to 9-15-47.

WKST New Castle, Pa.—Same to 9-9-47.

WLOS-FM Asheville, N. C.—Granted CP for change in trans. site.

WJBK-FM Detroit—Granted mod. CP for extension of commencement and completion dates to 5-29-47 and 11-29-47, respectively.

KMBC-FM Kansas City—Same to 6-21-47 and 12-20-47.

WLAW-FM Lawrence, Mass.—Same to 5-12-47 and 11-12-47.

WMGA-FM Nr. Moultrie, Ga.—Same to 7-10-47 and 9-10-47.

WTOC-FM Savannah, Ga.—Granted mod. CP for extension of completion date to 12-18-47.

WCOL-FM Columbus, Ohio—Same to 8-22-47.

WBBB-FM Burlington, N. C.—Same to 9-30-47.

WOPI-FM Bristol, Tenn.—Same to 9-14-47.

KWBR-FM Oakland, Calif.—Same to 10-24-47.

WWST Wooster, Ohio—Same to 8-18-47.

June 10 Applications . . .

ACCEPTED FOR FILING

License for CP

WAPX Montgomery, Ala.—License to cover CP, as mod., which authorized new standard station, specify studio location and to specify type trans. and authority to determine operating power by direct measurement of ant. power.

AM—960 kc

Cosmopolitan Bcstg. Co., Los Angeles—CP new standard station 960 kc 250 w and specified hours N.

AM—1330 kc

Bert Williamson, Martinez, Calif.—CP new standard station 1330 kc 250 w D.

Modification of CP

KSFO-FM San Francisco—Mod. CP which authorized new FM station, for extension of completion date.

KVEC-FM San Luis Obispo, Calif.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

AM—1240 kc

Melbourne Bcstg. Corp., Melbourne, Fla.—CP new standard station 1240 kc 250 w

Assignment of CP, License

WLBB Carrollton, Ga.—Voluntary assignment of CP and license to Carroll Bcstg. Co. Inc.

Modification of CP

WEAS Decatur, Ga.—Mod. CP which authorized new standard station, for approval of ant., to change type trans. and for approval of trans. and studio locations. AMENDED to change trans. and studio locations.

License for CP

WCRA Effingham, Ill.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WFMD-FM Frederick, Md.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

FM—Unassigned

Montgomery F. M. Bcstg. Corp., Silver Spring, Md.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 621 w.

AM—950 kc

Boston Radio Co. Inc., Boston—CP new standard station 950 kc 5 kw D. Request facilities of WORL Boston.

Continental Television Corp., Boston—CP new standard station 950 kc 1 kw D. Request facilities of WORL Boston.

Joseph Solimene, Boston—CP new standard station 950 kc 1 kw D. Request facilities of WORL Boston.

(*Continued on page 86*)

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Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
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Ask
JOS. WEED & CO.,
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HUTCHINSON, KANSAS
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95.7 on your FM Dial
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First FM Station in Central Kansas
Months and Years Ahead in
Top-Quality Radio Broadcasting.
Serving the Rich Oil, Livestock,
Salt and Wheat Sections of Kansas
KWBW
DIAL 1450
NBC
KWBW-FM
95.7 on FM DIAL
Write or Wire William Wyse, Manager for Availabilities

Actions of FCC

(Continued from page 83)

Applications Cont.:

J. Jansen, Melvin O. Larson and Truman B. Hinkle. Also mod. CP, as mod. which authorized new standard station, for extension of commencement and completion dates.

Modification of CP

WSNJ Northeast of Bridgeton, N. J.—Mod. CP, as mod., which authorized installation of new vertical ant. with FM ant. mounted on top and move trans., for extension of completion date.

AM—1220 kc

WGNY Newburgh, N. Y.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WNYC-FM New York—Mod. CP, as mod., which authorized changes in new FM station, to change ERP to 18 kw, frequency to Channel 230, 93.9 mc; and make changes in ant.

Modification of CP

WSYR-FM Syracuse, N. Y.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

License for CP

WHPE High Point, N. C.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WVAW Cheviot, Ohio—Mod. CP which authorized new FM station, to change name to Suburban Bcstg. Inc.

AM—1080 kc

Lancaster Bcstg. Co., Lancaster, Ohio—CP new standard station on 1080 kc 250 w D.

Modification of CP

WWSO Springfield, Ohio—Mod. CP which authorized new standard station, to increase power from 250 w to 1 kw, change type trans. and for approval of ant. and trans. location and to specify studio location.

KSEO-FM Durant, Okla.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

KOKU Norman, Okla.—Mod. CP, as mod., which authorized new noncommercial educational station, to change trans. site.

KASH Eugene, Ore.—Mod. CP which authorized new standard station, to change type trans. and to change studio location.

AM—910 kc

Tri-Borough Bcstg. Co., Apollo, Pa.—CP new standard station 890 kc 250 w D. AMENDED to change frequency from 890 to 910 kc; power from 250 w to 1 kw D and change type. trans.

Modification of CP

KGNC Amarillo, Tex.—Mod. CP, as mod., which authorized change in frequency, increase power, change type trans., install DA-DN and change trans. location, for extension of completion date.

WCRK Morristown, Tenn.—Mod. CP which authorized new standard station, to change type trans., to make changes in vertical ant., to change trans. and studio locations and for extension of completion date.

SSA Extension

KWBU Corpus Christi, Tex.—Extension of special service authorization to operate on 1030 kc 50 kw with nondirectional ant. during hours from local sunrise at Boston to local sunset at Corpus Christi for period not to exceed six months from June 15.

Modification of CP

WLVA-FM Lynchburg, Va.—Mod. CP, as mod., which authorized new FM station, for extension of commencement dates. AMENDED to delete commencement date and to specify completion date.

WPLH-FM Huntington, W. Va.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

FM—Unassigned

Springtime City Bcstg. Co., Clearwater, Fla.—CP new FM station (Class A) on frequency to be assigned by FCC, ERP 600 w and ant. height above average terrain 236.5 ft.

FM—101.9 mc

Idaho Radio Corp., Idaho Falls, Ida.—CP new FM station (Class B) on frequency Channel 270, 101.9 mc, and ERP 5.3 kw.

Modification of CP

WKJG-FM Ft. Wayne, Ind.—Mod. CP which authorized new FM station, for extension of completion date.

WBAT Marion, Ind.—Mod. CP which authorized new standard station, to change power from 1 kw to 500 w and install new trans.

AM—1240 kc

WCOU Lewiston, Me.—CP install new vertical ant. and mount FM ant. on AM tower, and to change trans. location.

Modification of CP

KWGD St. Louis—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

KIYI Shelby, Mont.—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location and to specify studio location. AMENDED to make changes in ant.

FM—Unassigned

Harold O. Bishop, Somerset County, N. J.—CP new FM station (Class B) on frequency to be assigned by FCC, ERP 2.3 kw. AMENDED to change class of station from B to A; type trans.; ERP from 2310 w to 933.12 w and make changes in ant. system.

Modification of CP

WNYB Kenmore, N. Y.—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location and to specify studio location.

AM—930 kc

Charlotte News Pub. Co., Charlotte, N. C.—CP new standard station 1400 kc 250 w unl. AMENDED to change frequency from 1400 to 930 kc; power from 250 w to 5 kw; install DA-DN and change type trans., change trans. location.

Modification of CP

WILX North Wilkesboro, N. C.—Mod. CP, as mod., which authorized new standard station, to specify studio location.

AM—630 kc

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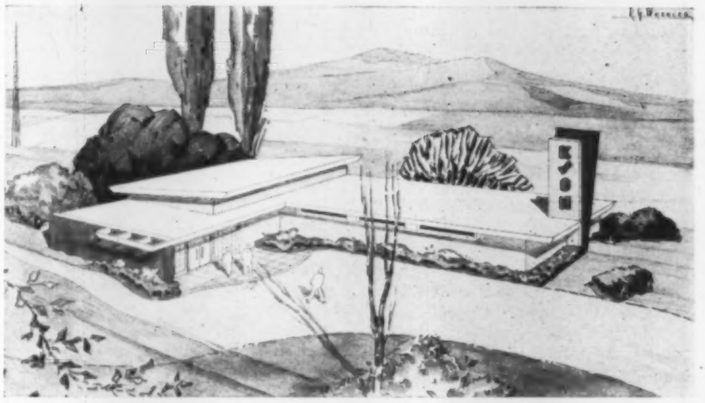

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KMBC-FM Kansas City—Same to 6-21-47 and 12-20-47.

WLAW-FM Lawrence, Mass.—Same to 5-12-47 and 11-12-47.

WMGA-FM Nr. Moultrie, Ga.—Same to 7-10-47 and 9-10-47.

WTOC-FM Savannah, Ga.—Granted mod. CP for extension of completion date to 12-18-47.

WCOL-FM Columbus, Ohio—Same to 8-22-47.

WBBB-FM Burlington, N. C.—Same to 9-30-47.

WOPI-FM Bristol, Tenn.—Same to 9-14-47.

KWBR-FM Oakland, Calif.—Same to 10-24-47.

WWST Wooster, Ohio—Same to 8-18-47.

June 10 Applications . . .

ACCEPTED FOR FILING

License for CP

WAPX Montgomery, Ala.—License to cover CP, as mod., which authorized new standard station, specify studio location and to specify type trans. and authority to determine operating power by direct measurement of ant. power.

AM—960 kc

Cosmopolitan Bcstg. Co., Los Angeles—CP new standard station 960 kc 250 w and specified hours N.

AM—1330 kc

Bert Williamson, Martinez, Calif.—CP new standard station 1330 kc 250 w D.

Modification of CP

KSFO-FM San Francisco—Mod. CP which authorized new FM station, for extension of completion date.

KVEC-FM San Luis Obispo, Calif.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

AM—1240 kc

Melbourne Bcstg. Corp., Melbourne, Fla.—CP new standard station 1240 kc 250 w

Assignment of CP, License

WLBB Carrollton, Ga.—Voluntary assignment of CP and license to Carroll Bcstg. Co. Inc.

Modification of CP

WEAS Decatur, Ga.—Mod. CP which authorized new standard station, for approval of ant., to change type trans. and for approval of trans. and studio locations. AMENDED to change trans. and studio locations.

License for CP

WCRA Effingham, Ill.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WFMD-FM Frederick, Md.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

FM—Unassigned

Montgomery F. M. Bcstg. Corp., Silver Spring, Md.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 621 w.

AM—950 kc

Boston Radio Co. Inc., Boston—CP new standard station 950 kc 5 kw D. Request facilities of WORL Boston.

Continental Television Corp., Boston—CP new standard station 950 kc 1 kw D. Request facilities of WORL Boston.

Joseph Solimene, Boston—CP new standard station 950 kc 1 kw D. Request facilities of WORL Boston.

(*Continued on page 86*)

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Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
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About the
Maritimes Busiest Station
5000 WATTS—SOON!

Now on the air!
KWBW-FM
HUTCHINSON, KANSAS
★
95.7 on your FM Dial
★
First FM Station in Central Kansas
Months and Years Ahead in
Top-Quality Radio Broadcasting.
Serving the Rich Oil, Livestock,
Salt and Wheat Sections of Kansas
KWBW
DIAL 1450
KWBW-FM
95.7 on FM DIAL
Write or Wire William Wyse, Manager for Availabilities

PIONEERING IN KANSAS CITY
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NOW
AN ESTABLISHED
CLAIM
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MARKET
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O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

Hooper Survey Reveals
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MONTANA
IDAHO
WYOMING
UTAH
IN
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Ask AVERY-KNODEL
For Details

SILVER REPLICA of a 16th century mortar and pestle, highest honor which the drug profession bestows, was presented to G. W. Grignon (l), WISN Milwaukee general manager, at Milwaukee County Pharmacists' Assn.'s fifth annual dinner June 4 in recognition of WISN's 25th anniversary. Award is believed to be first ever presented to a non-pharmacist. With Mr. Grignon are Frank Kuskowski (center), association's radio committee chairman, and Alvin A. Steinke, association president.

* * *

WISN 25th Anniversary To Be Observed June 22

SILVER motar and pestle, only of its kind in the world, was presented to Gaston W. Grignon, manager of WISN Milwaukee, by the Milwaukee County Pharmacists' Assn. at its annual dinner June 4. Occasion was fifth anniversary of WISN program "Know Your Druggist Better" and 25th anniversary of station in radio field, which takes place June 22. Presentation was made by Frank Kuskowski, chairman of radio committee.

Addressing the more than 600 retail druggists, drug and sundry manufacturers' representatives and midwest wholesalers who attended, Mr. Grignon promised continued support by the station for pharmacy. He told them that WISN will enter its second quarter of a century of broadcasting by inaugurating, within a few months, ". . . an FM station with the greatest power of any station in the state of Wisconsin. . . . namely 550,000 watts of effective radiated power."

New Transcription Firm Sets Up Chicago Office

PERMANENT headquarters for newly-founded Hollywood Recorded Features Inc., sales distributor for entire library of Radio Productions of Hollywood, exclusive of the west coast, has been established in Chicago, R. S. Peterson, president of the new company, has announced.

Activities of organization to date have been largely organizational, with sales campaign next step in firm's program. Promotion will stress the fact that every show in library has been thoroughly market-tested and is available for immediate use.

WOR NEW YORK and Mutual employes were scheduled to take a boat ride up the Hudson River June 13, including dinner and dancing aboard the ship. Offices closed at 3:30 p.m. on that day and a broadcast from the boat was to be heard on MBS and WOR during the 6 p.m. news broadcast.

SHORTAGE OF CALLS IS SLIGHTLY EASED

GOOD NUMBER of calls are still available in both the W and K categories, it has been learned at FCC, although the remaining combinations are "pretty well picked over."

FCC said W and K calls, which have been reserved by the Army are continuing to be released in exchange for A calls. It is hoped in the future that some A calls presently assigned ships may be swapped with the Army for W's and K's. Some of these latter designations however would have to be given the ships.

Commission explained background to issuance of the call KTOP for new standard station at Topeka, Kan., assigned Collinson-Wingate Broadcasting Co. The call also had been sought by Monterey Broadcasting Co., Santa Cruz, Calif., permittee which first asked call KRUZ, and by Messilla Valley Broadcasting Co., Las Cruces, N. M., permittee, which asked KRUZ as alternate. FCC awarded KTOP to Topeka in light of its first-come first-serve policy, and "the particular appropriateness of the letters KTOP for the Topeka station."

Since May 20, 1946, FCC has received call reservations only from permittees. Since then requests for changes in calls previously reserved have not been honored. The previous reservations, however, are still valid, FCC said.

Educational FM Grant

GRANT for a noncommercial educational FM station has been issued by FCC to Michigan State College, licensee of WKAR East Lansing, 5-kw daytime noncommercial AM station. FCC said the College plans to cooperate with the proposed statewide FM network in Michigan and would offer its FM listeners "a varied program including symphony music, dramatic shows, forum discussions and scientific lectures." The station was assigned 90.9 mc (Channel 215) with 1.2 kw power and antenna height of 320 feet.

FCC Actions

(*Continued from page 85*)

Applications Cont.:

AM—1450 kc

KATE Albert Lea, Minn.—CP to install new vertical ant. and new trans. and change trans. and studio locations. AMENDED to change trans. location.

License for CP

KDMO Carthage, Mo.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KXEO Mexico, Mo.—Mod. CP which authorized new standard station, to change trans. and studio locations and for extension of completion date to 180 days after grant.

AM—1600 kc

Publix Bcstg. Service of Charlotte Inc., Charlotte, N. C.—CP new standard station 760 kc 1 kw D. AMENDED to change frequency from 760 to 1600 kc.

Modification of CP

WDNC-FM Durham, N. C.—Mod. CP as mod, which authorized new FM station, for extension of completion date from 6-9-47 to "date specified in application for mod. CP when that application is granted." AMENDED to specify completion date as 9-8-47.

KNOX Grand Forks, N. D.—Mod. CP which authorized new standard station, to change type trans. for approval of ant. and trans. location and to change studio location.

License for CP

WAGB Harrisburg, Pa.—License to cover CP which authorized installation of new trans. and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KIJV Huron, S. D.—Mod. CP which authorized new standard station, to make changes in trans. equipment.

AM—1140 kc

The Master Bcstg. Corp., Rio Piedras, P. R.—CP new standard station 1140 kc, 500 w N 1 kw D unl.

Modification of CP

WROL Knoxville, Tenn.—Mod. CP which authorized increase in power; changes in trans. equipment and DA, to make changes in DA.

AM—1400 kc

KLUF Galveston, Tex.—CP to mount FM ant. on top of AM tower.

AM—1230 kc

KCMC Texarkana, Tex.—Authority to determine operating power by direct measurement of power.

Modification of CP

WKWK-FM Wheeling, W. Va.—Mod. CP as mod. which authorized new FM station, for extension of completion date.

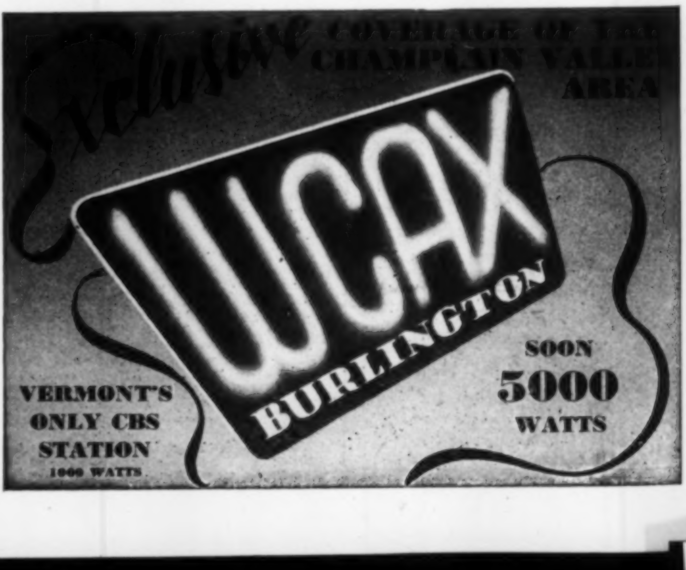
License Renewal

WJHO Opelika, Ala.—License renewal standard station.

AM—1340 kc

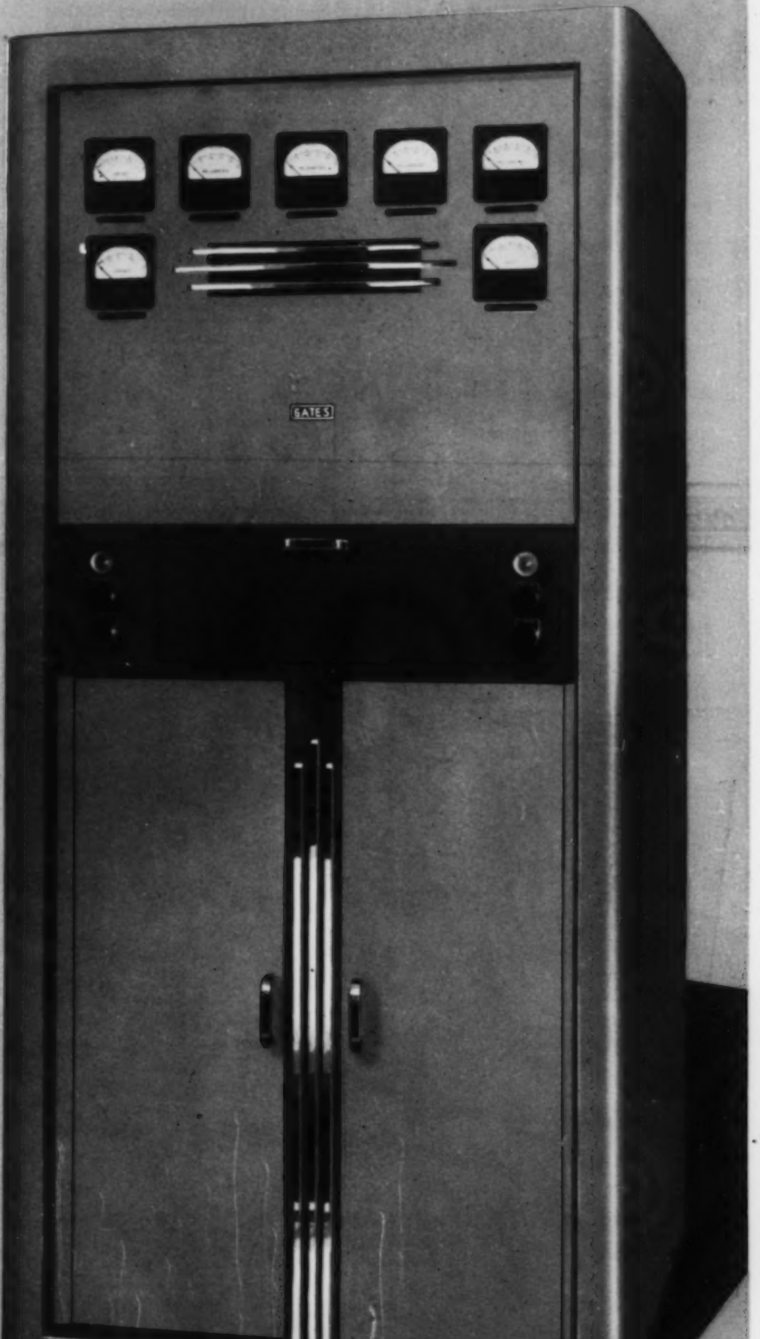
Northern Bcstg. Co., Havre, Mont.—CP new standard station 1340 kc, 250 w unl. DELETED June 5.

(*Continued on page 89*)



THE GATES 250-WATT (A. M.) *Customaire*

costs a little more.. *worth a lot more!*



What Other Transmitter Has These 7 DISTINCTIVE EXTRAS?

1. Complete automatic constant voltage regulation for entire transmitter.
2. Dual oscillator-buffer "slide-in" units. Two of everything; crystals, ovens, osc. tube and components, buffer tube and components, metering and controls; means double reliability at the heart of the transmitter.
3. High voltage—low current for P. A. and modulators. Two thousand volts on R. F. Amplifier and 2150 volts on modulators. Less carrier shift, low temperature rise and an excess of modulator reserve power.
4. Semi-pressure-type cabinet—forced air ventilation—insect and dust free.
5. Seven large 4½" meters for easy reading in major circuits. Ten meters in all.
6. 100% parts accessibility. Three front doors, full size back door and sides removable. No hidden parts.
7. Maximum 40 degree centigrade temperature rise all components; more iron and heavier wire in all transformers.

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25th Anniversary Year

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ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

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JOHN BLAIR United States
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DOES THE JOB
Alone
WOW
OMAHA
NBC*
590
5000 WATTS
*AFFILIATE
WRITE, WIRE or PHONE
JOHN J. GILLIN
JOHN BLAIR & CO., Representatives

Member of Parliamentary Committee Labels CAB's Suggestion as 'Fascism'

CHARGES OF fascism featured questioning of Canadian Association of Broadcasters by members of the Canadian Parliamentary Radio Committee at Ottawa on June 4 and 5. Parliamentary Radio Committee chairman, Ralph Maybank, stated that he thought independent tribunal suggested by CAB in their brief, smacked of fascism. Jos. Sedgwick, CAB counsel, replied that the CAB proposal was for an independent impartial tribunal appointed by Parliament.

"I don't think it (fascism) could be fairly applied to any board that sits in public, acts judically and is subject to appeal," Sedgwick replied. "I think that is the most democratic of all."

Mr. Sedgwick pointed out CAB's 89 member stations felt that Canadian Broadcasting Corp. should not have the powers of expropriation, its present wide power of radio regulations, its authority to forbid formation of private networks and its power to make recommendations as to licensing, CBC should not be deprived of any power whatever which is relative to its own operation, he stated.

The judicial tribunal proposed by CAB would enable any private individual as well as station to go before it, and its decision could be appealed to the Supreme Court of Canada. Asked if independent stations were given authority to form network, if only major market stations would be on network, Mr. Sedgwick replied that independent tribunal could add such stations in remote sections as were necessary for public necessity.

Free Speech

Questioning also dealt with free speech on the air, which CAB in their brief pointed out was only allowed by "grace" not by right, and stated that this should be by right, as with newspapers. He said the CAB felt that it should not be necessary for a person going on the air to first submit his speech or talk.

A. D. Dunton, CBC chairman of board of governors, said that first of CAB advertisements on CAB's brief presented false charges. He said it was not true that "it is impossible (for a private station) to make a major move of any sort without approval of the government of the day" and that "the government's CBC can cancel broadcasting licenses without cause and without hearing." (CAB had pointed out these facts out of the Canadian Broadcasting Act in its brief.)

CAB counsel was asked how much CAB was spending on its advertising campaign in daily newspapers. Mr. Sedgwick replied about $32,000, the only advertising CAB has done in ten years. A committee member pointed out that this sum was little more than the $22,000 reported earlier being spent by CBC Toronto station CJBC on its current promotion campaign to increase listeners and obtain more commercial revenue.

CAB members were questioned, mainly through Counsel. Sedgwick in three sessions of committee and will be further questioned on their proposal for revision of radio broadcasting legislation.

Attending sessions were Harry Sedgwick, CFRB Toronto and CAB chairman of directors; Harry Dawson, Doug Scott, Jim Allard of CAB office; Wm. Borrett, CHNS Halifax; Malcolm Neill, CFNB Fredericton; Phil Lalonde, CKAC Montreal; Narcisse Thivierge, CHRC Quebec; Raymond Benoit, CKCH Hull; J. Thivierge, CHEF Granby; Frank Ryan, CFRA Ottawa; Gordon Archibald, CHOV Pembroke; Ralph Snelgrove, CFOS Owen Sound; Jack Beardall, CFCO Chatham; Ted Campeau, CKLW Windsor-Detroit; Jack Cooke, CKEY Toronto; Ken Soble, CHML Hamilton; Wm. Burgoyne, CKTB St. Catherines; Roy Hoff, CKWS Kingston; Wm. Cranston and R. Potts, CKOC Hamilton; George Chandler, CJOR Vancouver; M. Porter, CFCN Calgary; Clifford Sifton, CKRC Winnipeg; Sam Ross, CKWX Vancouver; and Arthur Berthiaume, CHLP Montreal.

H. V. Kaltenborn Leaves July 28 on Global Trip

H. V. KALTENBORN, NBC commentator, leaves July 28 on a seven-week fact-finding trip around the world, his first global trip since the end of the war.

Replacing Mr. Kaltenborn on his news program heard on NBC Mon.-Fri., 7:45-8 p. m., will be Richard Harkness in Washington, Henry Cassidy in New York and Clifton Utley in Chicago. Mr. Cassidy, NBC's European news director now in Paris, will return to the U. S. especially for his series of broadcasts.

CAB Map

CANADIAN Assn. of Broadcasters has issued a map of Canada showing the location of all its 89 member stations. Across the top of the map are also listed all CAB member stations by provinces. Map is available from CAB office, Victory Bldg., Toronto.

CFRB's Status Uncertain, Parliament Group Told

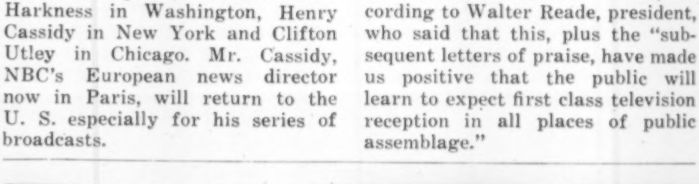
STATUS of CFRB Toronto, is still uncertain, Harry Sedgwick, CFRB president, told the Parliamentary Radio Committee at Ottawa on June 4. He said the cost of changing to another frequency from present 860 kc would be about $300,000.

CBC had suggested four frequencies, and had thought 1010 kc would be satisfactory. This frequency is occupied by 5-kw CBC station CJBC Toronto, which is to be moved to 860 kc with 50 kw. CFRB pointed out that 1010 kc could not be used by 10-kw station in view of CBC opening 50-kw station in Alberta on that frequency and a New York station occupying 1010 kc.

Dr. Frigon, CBC general manager, said that "theoretically CFRB could build to 50 kw on 1010 kc, but in practice it would have to limit its power to protect other stations." He said CFRB has until July 1 to file its choice for a substitute frequency.

Installs Video Sets

WALTER READE THEATRES, motion picture theatre chain in New York and New Jersey, is installing Du Mont television receivers in all of its theatres. Move follows, "overwhelming audience approval" of the chain's first installation at the Park Avenue Theatre in New York, according to Walter Reade, president, who said that this, plus the "subsequent letters of praise, have made us positive that the public will learn to expect first class television reception in all places of public assemblage."



MANAGERS of two Seattle stations and the commercial manager of a third participated in panel discussion on "How to Buy and Use Radio Time" at meeting of Seattle's Advertising and Sales Club May 27. Speakers included (seated l to r): Ray Baker, commercial manager, KOMO; J. A. (Arch) Morton, manager of KJR; Loren B. Stone, manager of KIRO. Joe Hiddleston, of Hiddleston, Evans and Merrill Agency, moderator (standing r) is shown receiving gavel from Beale McCulloch, president of club.

FCC Actions

(*Continued from page 86*)

June 11 Decisions . . .

BY COMMISSION EN BANC

FM Conditional Grants

Announced authorization of conditional grants for one Class A and nine Class B FM stations, subject to further review and approval of engineering details. CPs also authorized for one Class A and eight Class B FM stations; cond. CPs authorized in lieu of previous cond. for 14 Class B outlets. See story this issue.

Application Dismissed

Telemusic Inc., Hartford, Conn.—Dismissed application for Class A FM station because of permittee's failure to prosecute under Sec. 1.381 of Rules.

Authorization Dismissed

Lear Inc., Grand Rapids, Mich.—Granted request to vacate authorization for Class B FM station, and dismissed application.

FM—91.5 mc

Board of Education of the City of St. Louis—Granted CP for new station; Channel 218, 91.5 mc; 12.5 kw; 370 ft.

Petition Denied

Earle C. Anthony Inc., Los Angeles—Adopted opinion and order denying petition for reconsideration of Commission's action on Dec. 20, 1946, in assigning television Channel 4, 66-72 mc to National Bcstg. Co. Inc., and not assigning said Channel 4 to petitioner in place of Channel 9, 186-192 mc.

Transfer of Control

KXOX Sweetwater, Tex.—Granted consent to transfer of affirmative control over Sweet Water Radio Inc., from Mittie Agnes McBeath and Lolita McBeath to J. S. McBeath, representing 75 sh. for consideration of $60,000.

WOLS Florence, S. C.—Granted consent to transfer control over Florence Bcstg. Co. Inc. from M. F. Schnibben to Melvin H. Purvis, representing 500 sh. (50%) of licensee's stock for consideration of $40,000. (Florence Bcstg. Co. is also permittee of new FM station).

WJBO and WBRL Baton Rouge, La.—Granted consent to involuntary transfer of control over 95.9% of outstanding capital stock of Baton Rouge Bcstg. Co. Inc. from Charles P. Manship Jr. (deceased) to Leora Manship (executrix of his estate), because of death of transferor.

KSLM Salem, Ore.—Granted consent to transfer of negative control over Oregon Radio Inc. from Paul V. McElwain to Glenn E. McCormick, for consideration of $11,960, representing 26 sh. of stock.

Relinquishment of Control

WHYN Holyoke, Mass.—Granted consent to gift of 150 sh. (25%) of stock of licensee from Minnie R. Dwight to her son William Dwight.

Assignment of License

WSAU Wausau, Wis.—Granted consent to assignment of license of AM station WSAU and FM station WSAU-FM from Northern Bcstg. Co. Inc. to The Journal Co. for total consideration of $200,000, on condition that The Journal Co. surrender for cancellation one of two FM grants it will thus hold.

WFRP Savannah, Ga.—Granted consent to assignment of license from Frank R. Pidcock Sr. and James M. Wilder, partnership, to newly organized corporation.

WGCM Gulfport, Miss.—Granted consent to assignment of license from WGCM Bcstg. Co., partnership, to WGCM Bcstg. Co. new partnership, arising out of death of James O. Jones, one of partners.

KBOL Boulder, Col.—Granted consent to assignment of license from J. Herbert Hollister to Boulder Radio KBOL Inc., of which Hollister will be president-director and own all of stock.

June 11 Applications . . .

ACCEPTED FOR FILING

License for CP

WMMW Meriden, Conn.—License to cover CP which authorized new AM station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

WGBA Columbus, Ga.—License to cover CP, as mod., which authorized new FM station.

AM—1450 kc

KWBW Hutchinson, Kan.—Authority to determine operating power by direct measurement of ant. power.

Program Authority

Stanley G. Boynton, Detroit, Mich.—Extension of authority to transmit programs of CKLW Windsor, Ontario, Canada, from Highland Park Baptist Church, Highland Park, Mich. each Sunday evening 7-7:30 p.m. (EST) for period beginning 7-10-47.

Modification of CP

WROB West Point, Miss.—Mod. CP which authorized new AM station, to change type trans., for approval of ant. and trans. location and to specify studio location as same as trans. location.

AM—930 kc

KANA Anaconda, Mont.—CP change frequency from 1230 to 930 kc, increase power from 250 w to 2½ kw-N 5 kw-D, install new trans. and DA-DN and change trans. and studio locations.

License for CP

WLOB Claremont, N. H.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WSTS Southern Pines, N. C.—Mod. CP which authorized new AM station, to change type trans., for approval of ant. and trans. location and to specify studio location.

WSTV-FM Steubenville, Ohio—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

AM—1320 kc

Western Oklahoma Bcstg. Co., Clinton, Okla.—CP new AM station 670 kc 250 w D. AMENDED to change frequency from 670 to 1320 kc; power from 250 w to 1 kw; change type of trans.

FM—Unassigned

Appalachian Bcstg. Corp., Bristol, Va.—CP new FM station (Class B) on frequency to be assigned by FCC and ERP 55.8 kw.

Modification of CP

WBIZ Eau Claire, Wis.—Mod. CP which authorized new AM station, for approval of ant. and trans. location and to specify studio location.

APPLICATION RETURNED

AM—Unassigned

Kennett Bcstg. Corp., Kennett, Mo.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 306 w. Returned June 10. Program analysis not submitted. Question 16 (c) not answered.

License Renewal

Applications for renewal of standard broadcast license filed by WAGF WCBM WGBR WHAL WHUN WINC WJLB WJZM WKMO WMFD.

TENDERED FOR FILING

AM—1230 kc

Hub City Bcstg. Co., Hattiesburg, Miss.—CP new AM station 1230 kc 250 w unl. (Contingent on WSKB receiving grant of 1250 kc).

Granite State Bcstg. Co. Inc., Claremont, N. H.—CP new AM station 1230 kc 250 w unl.

June 12 Decisions . . .

BY COMMISSION EN BANC

AM—1240 kc

Taylor - Jacobsen, Montpelier, Vt.—Granted CP new station 1240 kc 250 w unl.; engineering cond.

AM—1540 kc

LaPorte County Bcstg. Co., La Porte, Ind.—Granted CP new station 1540 kc 250 w D; engineering cond.

AM—1450 kc

Sky-Park Bcstg. Corp., Front Royal, Va.—Granted CP new station 1450 kc 250 w unl.; engineering cond.

AM—1490 kc

DeLand Bcstg. Co., DeLand, Fla.—Granted CP new station 1490 kc 250 w unl.; engingering cond. and provided 1490 kc, is vacated by WTMC which has CP to move to 1290 kc.

Hearing Designated

Interlake Bcstg. Corp., Renten, Wash.—Designated for hearing application for new station 1220 kc 250 w D.

WHB Kansas City—Designated for hearing in consolidated proceeding with KFEQ, application for mod. CP to increase D power from 5 to 10 kw, with different DA-D.

DeKalb Radio Studios, DeKalb, Ill.—Designated for hearing application for new station 1360 kc 250 w D and made WTAQ Green Bay, Wis., party to proceedings.

The Windham Bcstg. Co., Willimantic, Conn.—Designated for hearing application for new station 1340 kc 250 w unl. and made WNHC New Haven party to proceeding.

WGLN Glens Falls, N. Y.—Designated for hearing application of WGLN for mod. license to change facilities from 1230 kc 100 w unl. to 1230 kc 250 w unl.; and granted petition of WJOY Burlington, Vt., to designate said application and make WJOY party to proceeding, also made WSNY Schenectady and WHUC Hudson, N. Y., parties to proceeding.

The Tower Realty Co., Cumberland, Md.—Designated for hearing application for new station 1490 kc 250 w unl. and made WARD Johnstown, Pa., party to proceeding.

AM—1400 kc

Demopolis Bcstg. Co., Demopolis, Ala.—Granted CP new station 1400 kc 250 w unl.; engineering cond.

AM—1450 kc

North Missouri Bcstg. Co., Kirksville, Mo.—Granted CP new station 1450 kc 250 w unl.; engineering cond.

AM—1240 kc

Stuttgart Bcstg. Corp., Stuttgart, Ark.—Granted CP new station 1240 kc 250 w unl.; engineering cond.

AM—1230 kc

Yaquina Radio Inc., Newport, Ore.—Granted CP new station 1230 kc 250 w unl.; engineering cond.

AM—1570 kc

Sidney H. Tinley Jr., Essex, Md.—Granted CP new station 1570 kc 1 kw D.

AM—960 kc

Abbeville Bcstg. Service Inc., Abbeville, La.—Granted CP new station 960 kc 1 kw D; engineering cond.

AM—1320 kc

Black Hawk Bcstg. Co., Waterloo, Iowa—Granted CP new station 1320 kc 1 kw D; engineering cond.

AM—730 kc

Goodland Bcstg. Co., Goodland, Kan.—Granted CP new station 730 kc 1 kw D; engineering cond.

AM—1010 kc

Top of Texas Bcstg. Co., Amarillo, Tex.—Granted CP new station 1010 kc 1 kw D; enginereing cond.

AM—910 kc

Texas City Bcstg. Service, Texas City, Tex.—Granted CP new station 920 kc 1 kw D; engineering cond.

AM—1410 kc

Music Bcstg. Co., Grand Rapids, Mich.—Granted CP new station 1410 kc 1 kw D; engineering cond.

Assignment of CP

WSCR Scranton, Pa.—Granted consent to assignment of CP from partnership to corporation.

Hearing Designated

WFCI Pawtucket, R. I.—Designated for hearing application to move main studios to Providence.

Petition Denied

Rafael Ramos Cobian, San Juan, P. R.—Adopted opinion and order denying petition for reconsideration of Commission's action of March 25, 1947, refering to its files, pending decision in the clear channel hearing, application for new station.

KLCN Blytheville, Ark.—Adopted memorandum opinion and order denying petition for reconsideration, directed against Commission's action of April 11, 1947, granting without hearing application of Bcstrs. Assoc. for new station at Paris, Tenn.

Petition Granted

Steel City Bcstg. Corp., Homestead, Pa.—Granted petition for reconsideration and grant of application for new station 860 kc 250 w D; engineering cond.

License Renewal

KJR Seattle, Wash.—Granted renewal of license for main and aux. trans. for period ending May 1, 1950.

KOLO Reno, Nev.—Granted renewal of license for period ending May 1, 1950.

KTKN Ketchikan, Alaska—Same.

WEHS Cicero, Ill.—Granted renewal of of FM license for period ending June 1, 1948.

WMGM New York—Granted renewal of FM license for period ending May 1, 1948.

WOWO-FM Fort Wayne, Ind.—Same.

Hearing Designated

Community Bcstg. Co., St. Cloud, Minn.—Designated for hearing application for new station 1240 kc 250 w unl. in consolidated proceeding with applications of

(*Continued on page 90*)

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,239 licensed, 522 construction permits, 678 applications pending (of which 416 are in hearing); FM—48 licensed, 806 initial authorizations (568 CPs and rest conditional grants), 192 applications pending (109 in hearing); television—six licensed, 59 CPs, 9 applications pending (3 in hearing); non-commercial educational FM — six licensed, 31 CPs, 12 applications pending.

BAHA'I

The Coming of World Religion

2.

THE SPIRITUAL DRAMA of our day opened in 1844. The ancient land of Persia, far removed from the factories, inventions and revolutionary upheavals of the West, witnessed the scene.

Ali-Muhammad, known as the Bab, meaning Door or Gate, arose in the power of the prophetic mission and proclaimed a new manifestation of the divine Word.

His flaming spirit rekindled the extinct fire of faith in thousands of hearts. His Person and His Teachings restored the true meaning of religion.

Victim of the implacable fury of an absolutist Islamic regime, the Bab was denounced as heretic and rebel, imprisoned, publicly executed in 1850.

But the Word cannot be overthrown. The Bab revealed the dawnlight of the World Era promised by every prophetic religion.

Baha'i literature free on request

BAHA'I PUBLIC RELATIONS
536 Sheridan Road Wilmette, Illinois

1000 NIGHT
5000 DAY

Jackson

Jackson's monthly retail sales are running 304.1% higher than in 1939 and 27.5% better than the national average.

WJDX NBC
in
JACKSON, MISSISSIPPI
"Selling America's Fastest-Growing Up-And-Coming Market!"

NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO.

FCC Actions

(*Continued from page 89*)

Harry Willard Linder and **Max H. Levine** for same facilities.

Beaufort Bcstg. Co., Washington, N. C.—Designated for hearing application for new station 1400 kc 250 w unl.; and ordered that WGBR Goldsboro, N. C., be made party to proceeding.

N-K Bcstg. Co. and Roy C. Kelley, Muskegon, Mich.—Designated for hearing in consolidated proceeding application of N-K Bcstg. Co. with application of Roy C. Kelley both seeking new station 1490 kc 250 w unl.

Parish Bcstg. Corp., Minden, and Bastrop Bcstg. Co., Bastrop, La.—Designated for hearing in consolidated proceeding application of Parish Bcstg. Corp. with application of Bastrop Bcstg. Co. both seeking new station 1240 kc 250 w unl.

BY THE COMMISSION

Adopted Order 130-O, amending 130-L and supplemetning Orders 130-M and 130-N, which relate to frequency bands and approved types of emissions available to amateur radio service. See story this issue.

June 12 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KAGH Pasadena, Calif.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

WBRL Baton Rouge, La.—Mod. CP which authorized changes in new FM station, for extension of completion date.

AM—860 kc

The Four States Bcstg. Co. Inc., Hagerstown, Md.—CP new standard station 1000 kc 1 kw D. AMENDED to change frequency from 1000 to 860 kc, change trans. location and change studio location.

AM—950 kc

Bunker Hill Bcstg. Co., Boston—CP new standard station 950 kc 1 kw D. (Request facilities of WORL Boston).

Modification of CP

WFUV New York (Bronx)—Mod. CP which authorized new noncommercial educational station, for extension of completion date.

FM—Unassigned

The Wave Publications, Vernon, Calif.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 250 w.

Modification of CP

WIBS Santurce, P. R.—Mod. CP which authorized new standard station, for approval of DA. AMENDED to make changes in DA.

WKPT-FM Kingsport, Tenn.—Mod. CP which authorized new FM station, for extension of completion date.

License Renewal

Applications for renewal of standard broadcast license filed by: WHBQ WHLB WKWK.

TENDERED FOR FILING

Assignment of License

KTBS Shreveport, La.—Consent to assignment of license of KTBS and CP for FM station to Radio Station KTBS Inc.

AM—930 kc

Stafford Bcstg. Corp., Rochester, N. H.—CP new standard station 930 kc 1 kw D.

AM—900 kc

Northwest Bcstg. Co. Inc., Fargo, N. D.—CP new standard station 900 kc 1 kw D.

Modification of CP

KTHT Houston, Tex.—Mod. CP to specify new trans. location, change power from 1 kw-N 5 kw-D to 5 kw-DN using DA-DN.

Hearings Before FCC . . .

JUNE 17

Further Hearing

WOWO Fort Wayne, Ind.—CP 1190 kc 50 kw unl. DA-N.

WLIB Brooklyn, N. Y.—CP 1190 kc 10 kw-D 5 kw-N DA unl.

JUNE 18

Further Hearing

Wired Music Inc., Rockford, Ill.—CP 1400 kc 250 w unl.

Beloit Bcstrs. Inc., Beloit, Wis.—CP 1380 kc 250 w D.

Respondent: WRJN Racine, Wis.

INTERMOUNTAIN NETWORK'S president, George C. Hatch (second from l), smiles approvingly as arrangements are completed for presentation beginning Sept. 29 over 17 stations of IMN of new Tommy Dorsey transcribed record show [BROADCASTING, June 2]. Series will be heard five days a week for 52 weeks. With Mr. Hatch are (l to r, standing), J. W. Knodel, vice president of Avery-Knodel Inc., station and network representatives, Lynn L. Meyer, vice president and sales manager of IMN, and (seated) A. D. MacMorran, representative of Louis G. Cowan Inc., transcription company handling Dorsey series.

Charge for Radio Schedule Listings Is Inaugurated by Miami Newspapers

MIAMI'S TWO NEWSPAPERS, the *Herald* and the *Daily News*, in a major policy change, have decided to charge stations for tabulated listings of programs. For those stations which do not pay the charges, the papers announced that they would continue free listings—but in agate (smallest) type as text matter at the bottom of the radio columns.

In making the announcement, the *News* and *Herald* explained editorially on the radio page that whereas only four stations have operated in Miami for many years the FCC has licensed ten AM, seven FM and one television station in Greater Miami and that more applications are pending. Therefore, said the *Herald*, a nominal service charge will hereafter be made to stations for the following reasons: (1) To accommodate the mushrooming growth of stations, (2) to continue the *Herald's* high standard of public service, (3) to be fair to readers and other advertisers during this period of restricted newsprint.

Previous Policy

Up till now, the *Herald* and *News* carried only the listings of the four network stations in the area, but under the new policy condensed listings of two local independents—WINZ and WBAY—have been added. Shortly after the announcement the Miami Beach *Sun-Tropics* decided to follow suit and run programs of all stations in tabulated form.

Miami's two newspaper-owned stations, WQAM and WIOD, owned by the *Herald* and *News* respectively, accepted the charge and took paid space. The other four, WGBS WINZ WKAT WBAY, refused to pay and thus had their programs printed in solid matter below the columns.

WBAY reported that in its case, it was offered the same listings as WIOD and WQAM for $84 per week.

SUPPORT of 15 Los Angeles area stations has been guaranteed to leaders of community's projected $2,000,000 Memorial Cancer Hospital. Through Southern California Broadcasters Assn., all stations will develop integrated series of spot announcements, public service programs, and special events to stimulate interest in fund-raising drive during 30 day period starting June 23.

PHILADELPHIA ARENA WILL HOUSE WFIL-TV

THE PHILADELPHIA ARENA, 46th and Market, was bought by Triangle Publications Inc. last week for an expanded program of sporting events and other entertainment features which have been held there, and also to house the television studio and offices of WFIL-TV.

Peter A. Tyrrell, the Arena's general manager, will continue as president and general manager. Kenneth W. Stowman, WFIL director of television will be vice president of the corporation and Roger W. Clipp, WFIL general manager will be secretary-treasurer.

Walter H. Annenberg is president of Triangle Publications.

IN EASTERN NORTH CAROLINA ☆ YOUR ABC's ARE...

WRRF • WRRZ
5000 WATTS 930 KC WASHINGTON, N. C.
1000 WATTS 880 KC CLINTON, N. C.

Eastern North Carolina is the "as good as gold" market, where last year's bright leaf tobacco crop alone sold for $245,459,006. This rich 31-county market is the primary daytime listening area of WRRF and WRRZ.

In addition to reaching the 922,353 persons living in this prosperous market, there is a large "bonus" audience in the secondary area. For speedy results in the "as good as gold" market, use WRRF, Washington, N. C., and WRRZ, Clinton, N. C.

TAR HEEL BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
NEW YORK • CHICAGO • LOS ANGELES

NBC AFFILIATE

Sisson Brothers, Welden Co., now celebrating its 105th anniversary as one of Binghamton's leading department stores, has continuously sponsored the 12 noon and 8 a.m. NEWS WITH CHARLES HOBART ever since WINR went on the air last August. They also average 24 announcements a week.

When in Rome, Do as the Romans Do . . .
PUT YOUR MONEY ON THE
WINR
BINGHAMTON, N. Y.
HEADLEY-REED, National Representatives

Politz Wins AMA Leadership Award

Tenth Annual Convention Held in New York Last Week

ALFRED POLITZ, president of Alfred Politz Research Inc., New York, won the top award for outstanding leadership in marketing at the Tenth Annual Convention of the American Marketing Assn. at the Hotel Commodore in New York June 11. The awards are given annually by the New York chapter of the AMA for leadership in marketing anywhere in the U. S.

Mr. Politz was cited ". . . for developing in various studies more scientific standards and better techniques in marketing research." As consultant to Edward Petry & Co. he made a notable study of the effect of commercials on radio audiences, which was sponsored by Petry [BROADCASTING, July 1, 1946].

Other citations were presented to: Wroe Alderson, president of Alderson and Sessions Inc., Philadelphia, "for analyzing scientifically operating costs and other major problems of retail grocery stores"; Neil H. Borden, professor of advertising, Harvard U. graduate school of business administration, Boston, ". . . for making a comprehensive analysis and clarification of the newspaper's place as a medium in national advertising"; Philip G. Corby, associate director of market research, Physcological Corp., New York, ". . . for applying practical area sampling methods to measure the national market qualitatively in relation to a magazine's market"; Richard D. Crisp, sales analyst, S. C. Johnson & Co., Racine Wis., ". . . for demonstrating a practical scientific approach to the reduction of distribution costs"; Cornelius DuBois, market research director, Time Inc., New York, ". . . for advancing the science of magazine research through leadership in the development of techniques"; Dr. Raymond Franzen, statistical consultant, New York, ". . . for developing a reliable method of national sampling to compute market data by local areas"; F. B. Jones, manager sales and market research, Equitable Gas Co., Pittsburgh, Pa., ". . . for applying scientific principles to a long range forecasting of civic and social factors in a specific community market"; Dr. Robert J. McFall market research consultant, Haworth, N. J., ". . . for developing a new and better guide to sales in America's multi-billion dollar farm market."

Presented by Butler

The awards were presented by Ralph Starr Butler, vice president of General Foods and "advertising's man of the year." Congratulatory messages to the AMA were received from President Truman and Governor Dewey of New York. The address of welcome was delivered by New York's Mayor O'Dwyer.

Speakers at the second day's sessions on June 12 included Lemuel Boulware, General Electric vice president, and Don Francisco, J. Walter Thompson Co. vice president.

Francisco Talk

Speaking on "Advertising . . . Key to Continuing Production and Employment," Mr. Francisco observed . . . "In 1929 the average radio set cost $135 and a few thousand people could amaze their friends with a voice from the air. Today the average set sells for $34 and 60,000,000 sets are in use. The price of television sets will undoubtedly show the same trend downward as more and more homes are persuaded to buy. . . ."

Edgar Kobak, MBS president, was scheduled to speak June 12 on "Putting Marketing Research to Work" but was unable to attend. Don Mitchel, president of Sylvania Electric Products Inc., spoke at the opening day's luncheon session on "The Job Ahead of Us." The AMA Convention ended on Friday, June 13.

Sale of WISH to McKinney And Associates Announced

SALE OF WISH Indianapolis to Frank H. McKinney and associates for a stripped price of approximately $500,000 was announced last week by C. Bruce McConnell, WISH president and principal owner.

Mr. McKinney is president and owns approximately 35% of the purchasing company, Universal Broadcasting Co., which had applied for a new station at Indianapolis but lost a proposed decision to Syndicate Theatres Inc., Columbus. Both companies were seeking 1130 kc, Universal with 10 kw fulltime and Syndicate Theatres with 500 w daytime only. FCC proposed to grant the Columbus application since it has no stations while Indianapolis has five [BROADCASTING, April 21].

Mr. McKinney's associates include ABC Vice President Robert H. Hinckley (20%) and Frank H. McHale (10%), with whom he is associated in ownership of AM grantee companies at Terre Haute and Ft. Wayne, a proposed grantee at Evansville, and an FM grantee at Terre Haute. George C. and Wilda Gene Hatch, who are identified with ownership of KALL Salt Lake City and KULA Honolulu along with Mr. Hinckley, have 10% each. Remaining interests are held by Edward P. Fillion, Chester L. Robinson, David M. Lewis, and William E. Clauer, Indianapolis business and professional men.

WISH, an ABC affiliate, operates on 1310 kc with 5 kw day and 1 kw night. An application for FCC consent to the transfer will be filed shortly. Universal also plans to ask the Commission to dismiss its 1130-kc application, leaving the way open for a final grant to the Columbus applicant.

Mr. McKinney said the new owners plan to incorporate some of their own ideas on public service programming into the WISH program structure, but that no change is contemplated in personnel or basic operating policy.

Mr. McConnell expressed pleasure that the purchasers have had long experience in Indianapolis civic and business life and consequently are in position to continue the programming and public service standards of WISH.

APPLICANT REPORTED SEEKING DEMO'S AID

INDIANA DEMOCRATIC National Committeeman Frank McHale appealed to the Democratic National Committee last week for help in pushing an appeal from an FCC denial for a new station in the Hoosier state.

According to Democratic sources, the denial was based on an alleged probable interference with Cuban stations which FCC said would occur if the requested 10,000 w power were granted. [EDITOR'S NOTE: This issue appears moot with dropping of application by Universal. See story this page.]

Mr. McHale wrote to Director Gael Sullivan saying he would be willing to scale down his power to 5,000 w and change his frequency and had so notified the Commission.

Meanwhile, a story in the Evansville, Ind., *Press* quoted a letter from Democratic State Chairman Pleas Greenlee asking help for McHale. The *Press* quoted the letter as follows: "Frank McHale and other good Democrats are interested in this and it would help us get some favorable publicity for our party. As things now stand, we are practically at the mercy of the Republican and independent press—and may I ask . . . 'Is there an independent press?' I have found most of them Republican, parading under the banner of independent."

The story was somewhat confused by a denial by the Democratic National Committee that Mr. Sullivan had ever received such a letter from the Indiana State Chairman.

for low-cost advertising
in BEAUMONT

TEXAS

it's
KRIC

BUYING
POWER
+167.1%

Effective Buying Income $109,441,000 in BEAUMONT, 167.1% ahead of 1940 figures. (Sales Management Magazine Estimate, 1946)

KRIC
BEAUMONT, TEX.
250W. 1450 Kc.
Established 1938
REPRESENTED BY THE BRANHAM COMPANY

spot
programs
sell products
for Bond
Clothes

Offices in Chicago
New York • Detroit
St. Louis • Los Angeles
San Francisco

ASK YOUR
JOHN BLAIR
MAN

JOHN
BLAIR
& COMPANY
REPRESENTING LEADING RADIO STATIONS

1922-1947
25 Years of
KLZ
DENVER
Community
Responsibility
REPRESENTED BY THE KATZ AGENCY

KFMB
sells
SAN
DIEGO

San Diego is on top! Consistently listed in Sales Management's "High Spot Cities" for high, above average sales and buying power—KFMB is your contact with this market from the "inside".

KFMB*
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

10 Daytime, 7 Fulltime AMs Granted

Rep. S. Watt Arnold Is Listed Among Grantees

CONSTRUCTION PERMITS for 10 daytime and seven full-time new standard stations were granted last week by FCC. This brings to 1,761 the total number of AM stations authorized, including 1,239 licensed and 522 holding CPs. 678 applications currently are pending.

Rep. S. Watt Arnold (R-Mo.) with his wife and son is half-owner of North Missouri Broadcasting Co., which received grant for full-time use of 1450 kc 250 w at Kirkesville, Mo.

Of the grantees, 11 include individuals having previous radio associations. J. G. Long, Texas broadcaster, received authorization for new 1 kw-daytime outlet on 920 kc at Texas City, while another permittee, Top of Texas Broadcasting Co., recipient of 1 kw-daytime facilities on 1010 kc at Amarillo, includes operators of KSEL, Lubbock, Tex.

The fulltime grants:

Montpelier, Vt. — Taylor-Jacobsen, 1240 kc, 250 w. Co-partnership: Carl R. Taylor, industrial economist, U. S. Dept. of Labor, and Bernard M. Jacobsen, former public relations director at WLW Cincinnati and son of William S. Jacobsen, majority owner of KROS Clinton, Iowa.

Front Royal, Va.—Sky-Park Broadcasting Corp., 1450 kc, 250 w. Principals: Horatio F. Minter, attorney, president; Warren S. Bell, studio and recording technician at WOL Washington, vice president; Howard A. Duncan, in general insurance and real estate business, treasurer; James A. Payne, executive secretary of Front Royal Chamber of Commerce, secretary. There are 37 additional stockholders including Herbert Lee Wilson, consulting radio engineer, and Gail E. Boggs, radio receiver design engineer. No single stockholder has more than 3% interest.

DeLand, Fla.—DeLand Broadcasting Co., 1490 kc, 250 w. Owned by Lyle Van Valkenburgh, former NBC and now freelance announcer, who will be general manager. Contingent on move by WTMC Ocala, Fla., to 1290 kc for which it holds CP.

Demopolis, Ala.—Demopolis Broadcasting Co., 1400 kc, 250 w. Partnership: W. M. Jordan, U. of Alabama student, 37½%; W. P. Thielens, electrical engineer, 25%; T. H. Gaillard, engineer at WJRD Tuscaloosa, Ala., 37½%.

Kirksville, Mo. — North Missouri Broadcasting Co., 1450 kc, 250 w. Partnership: Samuel A. Burk, former administrative officer with War Production Board, general manager and 50%; Rep. S. W. Arnold (R-Mo.), 30%; his wife, Myra G. Arnold, 10%, and son Sam M. Arnold, manager of family owned Arnold Lumber Co., 10%.

Stuttgart, Ark. — Stuttgart Broadcasting Corp., 1240 kc, 250 w. Principals: Beloit Taylor, lawyer, president; Phillip G. Back, with Little Rock Engraving Co., vice president, and John F. Wells, editor of Arkansas Daily Legislative Digest, secretary treasurer. Each holds one-third interest. In December 1946 group organized Broadcasters Service Co., specializing in station accounting, advertising, engineering and construction.

Newport, Ore.—Yaquina Radio Inc., 1230 kc, 250 w. Principals: Carl Schindler Jr., operator-announcer at KOOS Coos Bay, Ore.; president and 50%; Carl Schindler Sr., vice president 30%, and Hal K. Shade, KOOS manager, secretary-treasurer 20%.

The daytime only authorizations:

Marquette, Mich.—Gordon H. Brozek, 970 kc, 1 kw. Applicant has been manager of WDMJ Marquette and WDBC Escanaba, Mich.

LaPorte, Ind. — LaPorte County Broadcasting Co., 1540 kc, 250 w. Principals: Isabel S. Rumely, director and 15% owner LaPorte Hotel Co., 26%; Hoyt H. Scott, chief deputy sheriff, LaPorte County, 26%, and Edward Youn, dentist, 48%.

Essex, Md.—Sidney H. Tinley Jr., 1570 kc, 1 kw. Applicant is vice president and general manager of Weaver Bros., Baltimore real estate and construction loans and management firm.

Abbeville, La.—Abbeville Broadcasting Service Inc., 960 kc, 1 kw. Principals: Lovelis L. Herbert, manager of West Bros. Dept. Store, president and 4.4%; Harry J. Landry, vice president 0.4% (now deceased); Marcus A. Broussard, secretary-treasurer, and Whitney J. Mouton, operator Whitney Motors, Kaplan, La., and Whitney Home Appliances, Abbeville, director 22%. Remaining interest held by 39 stockholders.

Waterloo, Iowa—Black Hawk Broadcasting Co., 1320 kc, 1 kw. Principals: Ralph McElroy, formerly with WMT Cedar Rapids, president and 18.18%; Donald M. Graham, dry goods business, vice president, 3.6%; Jackson McCoy, editor Waterloo Daily Courier, 3.6%; E. Horslund, food products business, treasurer 3.6%; Glen B. Bears, attorney, secretary. Remaining stock held by 10 other individuals.

Goodland, Kan. — Goodland Broadcasting Co., 730 kc, 1 kw. Owned by James E. Blair, Army veteran formerly in coal business in Burlington, Col., and who will be general manager.

Amarillo, Tex.—Top of Texas Broadcasting Co., 1010 kc, 1 kw. Partnership: Hoyt Houck, vice president and 30% owner KSEL Lubbock, Tex., 30%; Robert O. Houck, secretary and 30% owner KSEL, 30%; Walter G. Russel, attorney, president and 30% KSEL, 30%; and W. J. Dickerson, ex-manager of KTNM Tucumcari, N. M., 10%.

Texas City, Tex.—Texas City Broadcasting Service, 920 kc, 1 kw. Owned by J. G. Long, part owner and managing director of KIOX Bay City, owner KVIC Victoria and KSAM Huntsville, Tex.

Grand Rapids, Mich.—Music Broadcasting Co.—1410 kc 1 kw. Principals: Paul F. Eichhorn, former sales promotion manager of WOOD Grand Rapids, president; John E. Behler, vice president and secretary of Behler Young Co., vice president; Allen E. McGraw, president A. E. McGraw Tire Co., vice president; Campbell H. Steketee, partner, Paul Steketee & Sons Dept. Store, treasurer; and Wayne H. Young, president and treasurer of Behler Young Co., secretary. Each has 20% interest.

Homestead, Pa.—Steel City Broadcasting Corp., 860 kc, 250 w. Principals: Harry Kurtz, in advertising and promotion field; Samuel M. Shayer, song writer and producer; Irwin D. Marks, accountant and Jerry Marks. Each is one-quarter owner. Applicant was granted petition for reconsideration and grant of its application.

All of the authorizations contained engineering conditions excepting Sidney H. Tinley Jr.

Argument Heard by Court On Interference Hearings

RIGHT of broadcast licensees to be heard by the FCC on possibility of interference from station applicants was argued Wednesday and Thursday before the U. S. Court of Appeals of the District of Columbia.

The court heard reargument, on its own initiation, of the WJR Detroit appeal from the nonhearing grant of 1 kw D 760 kc daytime to Coastal Plains Broadcasting Co., Tarboro, N. C. (WCPS), and the appeal of WCKY Cincinnati from a similar grant on 1530 kc to Patrick Joseph Stanton, of WDAS Philadelphia, for a 10 kw daytime station in that city.

In addition the court heard argument on WJR's appeal from a grant of 500 w 760 kc daytime to Southeastern Broadcasting Co., Clanton, Ala.

Opening the proceedings, Justice Harold M. Stephens read a long statement, which he said was generally concurred in by the court, raising questions which worried the court after the original hearing.

In substance, the court was interested in hearing further argument on two basic questions: Will the operations complained of by WJR and WCKY cause objectionable interference? If so, does the public interest require that the FCC grant the stations a hearing?

Justice Stephens throughout the two-day hearing kept reminding Max Goldman, chief of the FCC Litigation Section, that Commission counsel insisted on arguing only the correctness of its decision rather than whether it should grant a hearing. Justice Bennett Champ Clark asked if the North American treaty is violated by the decisions. Others sitting were Justices Henry W. Edgerton, Wilbur K. Miller and E. B. Prettyman.

Kelly E. Griffith, counsel for WJR, said that the WJR service area in upper and lower Michigan was curtailed by the Tarboro signal. (The court has issued stay orders against both the Tarboro and Philadelphia grants. The Tarboro station, WCPS, has a special temporary authorization from the FCC to operate on 570 kc.)

Mr. Griffith said the FCC, until recently, had been liberal in granting hearings. He contended the intermittent service area is an inherent part of the license.

Frequent questions from the bench dealt with the rights granted licensees, with Justice Stephens several times asserting that the license is at least a limited property right. The court asked fre-

(Continued on page 105)

"MUST"
reading for the men who formulate policies
Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.

Trends

(Continued from page 20)

nouncers) your station has used within the last year (for sustaining shows)."

Popular music singers and bands and hillbilly music held their own on a sustaining basis, with about half of the stations reporting using them (see Table III). Both semi-classical soloists and dramatic talent showed more sustaining than commercial use.

Semi-classical and classical orchestras were near the bottom of the list again, but it is interesting to note that more than twice as many stations made use of their services on a sustaining than on a commercial basis.

Comedians were again last in the non-commercial list with only one station out of every 40 polled carrying them on a sustaining basis. Naturally, the "all other" category left much room for leeway. Answers, as expected, followed local programming needs, and varied from philosophers to a "setting up exerciser."

Recruiting Local Talent

"How do you recruit your local live talent?"

The most usual method of recruiting local live talent was "auditioning when necessary," a method employed by three out of every four stations in the panel (see Table IV). More than half of the managers lean heavily on schools as a source for their local dramatic and vocal needs. Contact with theatre groups, and recording requests also came in for their share of mentions. Two out of every five stations maintain continuing talent searches, many conducting weekly talent scouting programs for this purpose.

Only 4% of the stations maintain contact with booking agencies, and only 1% exchange talent with other stations.

The panel was also asked to indicate where (geographically) most of their local talent came from; how they judged the effectiveness of their local live talent; and how long they carry new talent before evaluating it. The answers to these questions will be released in the June 23rd issue of BROADCASTING.

DISTRIBUTION OF THE SAMPLE

BY NETWORK AFFILIATION*

	% of all Stations[1]	Sample[2]
ABC	21.8%	22.0%
CBS	15.3	15.5
MBS	30.8	31.0
NBC	15.5	15.0
Independents	20.4	19.0

* Some stations are affiliated with more than one network.

BY CITY SIZE

Population of home city		
500,000 & over	10.7%	9.0%
250,000-500,000	9.3	8.5
100,000-250,000	12.7	13.0
50,000-100,000	14.7	15.0
25,000- 50,000	14.9	16.0
10,000- 25,000	24.2	24.0
5,000- 10,000	10.2	11.0
2,500- 5,000	2.1	2.0
Under 2,500	1.2	1.5

BY AREA

	% of all Stations[1]	Sample[2]
Pacific	11.9%	13.5%
Mountain	7.6	6.5
W. North Central	10.6	8.0
W. South Central	11.5	12.5
E. North Central	14.5	15.0
E. South Central	7.7	7.5
Middle Atlantic	12.4	12.0
S. Atlantic North	5.7	7.0
S. Atlantic South	11.9	12.0
New England	6.2	6.0

BY RATE

Class "A"—one-hour, one-time rate		
Less than $100	52.9%	53.0%
100-199	29.0	29.5
200-299	8.6	8.5
300-399	3.9	4.0
400-499	2.6	2.5
500 & over	3.0	2.5

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[1] Base = all commercial AM stations in operation Sept. 1, 1946.

[2] Base = 200 panel respondents selected to meet sample requirements from a net return of 233 ballots. Original mailing 350, for a return of 66.6%.

Railton, Jackson Will Be Partners in Own Firm

TWO EXECUTIVES of the Katz Agency resigned last week and will form their own station representation firm in the near future.

Richard S. Railton, for the past 14 years in charge of West Coast operations of the Katz Agency, San Francisco, and Lowell E. Jackson, Chicago vice president of the firm, will be partners in the new organization.

Program Data Book

THE NBC PRESS and Advertising and Promotion Depts. have prepared a program data book for station publicity and promotion staffs and the trade and consumer press. The volume, which contains basic information of all NBC programs, was discontinued in 1941 after several years.

PRESIDENT HARRY S. TRUMAN will be heard on ABC and MBS when he speaks at commencement exercises of Princeton U., Princeton N. J., June 17, 12:30 p.m. CBS and NBC have not yet announced whether or not they will carry the speech.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by E. B. Marks

I Wonder Who's Kissing Her Now

On Transcriptions: ASSOCIATED—George Towne; LANG-WORTH—Chuck Foster; STANDARD—Claude Sweeten; THESAURUS—Music Hall Varieties; WORLD—Frank Froeba.

On Records: Four Vagabonds—Apollo 1055; Jack McLean—Coast 8002; Frank Froeba—Dec. 23602; Bobby Doyle—Sig. 15057; Foy Willing—Maj. 6013; D'Artega—Son. 2012; Joe Howard—DeLuxe 1036; Jerry Cooper—Diamond 2082; Ted Weems—Dec. 25078; Perry Como—Vic.*; Wayne King—Vic.*; Ray Noble—Col.*; Jean Sablon—Vic.*
(*Soon to be released)

BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE
NEW YORK 19, N. Y.

BMI

Editorial Comment Praises New CBS Show

FAVORABLE COMMENT was forthcoming last week from several New York columnists for *CBS Views the Press*, new 15 minute weekly program which criticizes New York City newspapers, magazines, and press associations (WCBS Sat. 6:15 p. m.).

Jack Gould, *New York Times* radio columnist, who had received a panning on the broadcast for pulling a prize boner, took the ribbing good-naturedly saying, "Editors, columnists and reporters hereafter will have to bask in the critical spotlight which their trade so often requires that they focus on others. For many, if not most, it will be a new experience." The program, said Mr. Gould, "would seem a healthy and provocative development for the press and radio alike."

From the *Herald-Tribune's* John Crosby came praise and admiration. "It took courage to put it on the air," said Mr. Crosby, "and the first program showed evidence of both zeal and discretion." After summarizing the program's content, Mr. Crosby concludes, "It's a bold experiment and I hope it's picked up in other cities."

A roundup of the opinions of New York City newspapers by *Editor and Publisher* found the *News* and *Sun* critical, and the *Herald-Tribune*, *Post* and *PM* highly favorable.

Firm Changes Name

CRITERION Radio Productions Inc., New York, has changed its name to Corday-Roberts in order to avoid confusion with a Chicago firm bearing a similar corporative identity. The New York radio producing organization is headed by Ted Corday, director, and Wilfred S. Roberts, producer.

Baltimore's
Listening
Habit
WCBM
MUTUAL BROADCASTING SYSTEM
FREE & PETERS, Inc.
Exclusive National Representatives
JOHN ELMER
President
GEORGE H. ROEDER
General Manager

WTAG
WORCESTER
Delivers
Central
New
England

Private Industry 'Voice' Costs Asked

Senator Ball Requests CBS and NBC Estimates

CBS AND NBC have been requested by Sen. Joseph H. Ball (R-Minn.) to submit estimates on the cost of operation of the Voice of America by private industry, it was learned last Friday.

NBC, it was understood, refused to submit an estimate, although CBS volunteered a figure. Representatives of the two networks were scheduled to meet with Sen. Ball in a secret session on Friday to discuss the matter.

Earlier, Sen. Ball had expressed dissatisfaction with testimony presented by the two networks during an Appropriation Subcommittee hearing on the State Dept. budget for the Office of Information and Cultural Affairs which operates the Voice of America.

He told Edmund A. Chester, director of shortwave broadcasting for CBS, and William F. Brooks, vice president of NBC in charge of the International Division, that he wanted shortwave broadcasting taken out of the State Dept. entirely so that it could be run by industry.

Meanwhile, in the House, Rep. Karl E. Mundt (R-S. D.) was mustering votes to pass a measure which would authorize the Voice of America and other OIC activities. The OIC budget had been stricken from the State Dept. budget on grounds that this legislation did not exist. If passed—Rep. Mundt expressed confidence that it would be—the Senate, now working on the State Dept. budget, will be able to restore the OIC funds without a two-thirds vote.

Sen. Ball's insistence, however, on figures for the cost of industry operation of American shortwave programs left some doubt as to Senate plans for the future of the Voice of America. Earlier in the week Secretary of State George C. Marshall urged the committee to vote funds on at least a temporary basis—or until Congress can make up its mind to accept or reject a plan for a permanent shortwave broadcasting foundation.

Hon. William Maillefort
Compton Advertising, Inc.
New York City

Dear Bill:

". . . The State employment service reported Wednesday that an all-time high of 71,388 PERSONS — 4,800 MORE THAN DURING THE BUSY WARTIME PERIOD — hold jobs in Kanawha County . . ." I'm passin' this along 'cause I thought you'd like to know that your advertising dollar now buys more on WCHS than ever before!

Yrs,
Algy

WCHS
Charleston, W. Va.

Stratovision

(Continued from page 20)

lacked pressurized facilities and was not built to fly above 20,000 feet with the load of equipment. Careful shielding is expected to eliminate the interference from plane motors and equipment.

In Phase I tests were conducted on 107.5 mc and 514 mc. Emphasis was placed on field strength measurements rather than fidelity, since equipment was not designed to produce signals of broadcast quality.

In the next phase, tests will be conducted on 107.5 mc for FM, 87.75 mc for video and 83.25 mc for video sound. Relaying tests will be in the 500 mc band.

Last flight testing of stratovision occurred Aug. 28, 1946. Since that time Mr. Nobles and other Westinghouse engineers have been analyzing results of the 50 flight attempts. The results brought informal FCC engineering comments that the signals covered much wider areas than similar signals from the ground.

Encouraged by the success of the tests with crude equipment, Westinghouse immediately set about the long task of designing new equipment for Phase II and fitting it into the B-29. The Martin company has basic designs for a special all-weather stratovision plane which will fly on a fixed course carrying a heavy load of equipment and personnel.

There just isn't any short cut to stratovision, Westinghouse engineers believe. They are proceeding as rapidly as possible, at the same time trying to avoid mistakes that could lead to long delays.

Westinghouse Radio Stations Inc. is taking an active interest in television and FM. It has started construction of a $1,000,000 radio and television center in Boston [BROADCASTING, June 9] and will add FM and visual services at other stations in the group later. The Boston station will be the New England outlet of NBC's television network.

Iowa Broadcasters Serve in Disaster

RADIO APPEALS for riverworthy power boats to aid in emergency flood rescue missions played a major role in saving the lives of many families marooned the weekend of June 6-7-8 by the most disastrous Des Moines River valley flood in history, WHO KSO and KRNT, in Des Moines, and KXEL Waterloo took the lead in initiating pleas for heavier, more powerful river craft as cascading river currents began capsizing smaller rowboats and motorboats as fast as they could be put in the water.

In addition to their aid in bringing more power boats to the flood zone and in giving extensive news coverage, Iowa stations relayed appeals from the mayor of Ottumwa, hardest hit city, and from Navy and Coast Guard officials for food, water, blankets, milk cans for holding sterilized water, hospital supplies and other badly needed relief items.

With Ottumwa's only radio station, KBIZ, forced off the air by a city-wide power failure, other stations stepped into the breach and did the same kind of thorough disaster relief and news coverage job for which radio has won so many plaudits in the past.

WHO Des Moines, for example, presented a total of 11 direct and tape-recorded broadcasts from Ottumwa during the two-day peak of flood damage there, besides giving NBC two feeds on flood conditions.

Crest of the record-breaking flood reached Ottumwa during the night of June 6, and WHO Newsman Otto Weber was on his feet all night helping in relief work and relaying last-minute bulletins to Des Moines.

Earlier on June 6 WHO had dispatched one of its other newsmen, Jim Charlton, to Eddyville, another Iowa community hard hit by flood waters. Mr. Charlton phoned back a description of the town's 1,000 residents being evacuated, and then made his way out just before the last road was closed by high waters.

Members of the WHO news staff remaining in Des Moines and working under direction of M. L. Nelson handled an unbroken series of phone calls for two days and nights, including emergency bulletins and a cascade of offers of help for Ottumwa, the station reports.

WHO announced establishment of the WHO Flood Relief Fund, and said that three days after the fund was set up it was estimated listeners would contribute not less than $35,000.

From another Des Moines station, KRNT, come similar reports of a job well done. A KRNT crew consisting of Charles D. Miller, program director, Charles McCuen, newsman, and Buford Cannon, engineer, arrived in Ottumwa at 11 p. m. on the night of June 6. All night Mr. Miller and Mr. McCuen toured the flood area under the guidance of a Navy rescue crew, KRNT reports. Just before dawn Mr. McCuen returned to a hotel lobby where he wrote his initial news reports on a portable typewriter by candlelight. At 7:15 a. m. on June 7, KRNT put Newsman McCuen's story on the air.

KRNT central studios were located at the city hall in the stricken city, where the Cowles station originated every news period, plus extras, for two days. During this period KRNT live reports at 6:30, 8:30 and 11:30 a. m. and 12:30, 5:30 and 6:30 p. m. were supplemented by wire recorder accounts picked up by Program Director Miller from Ottumwa's Jefferson St. viaduct and other points along the river's edge. Station reports that none of its Ottumwa crew slept for two days and nights.

Upcoming

June 23-24: North Carolina Assn. of Broadcasters Convention, Ocean City Hotel, Morehead, N. C.

June 27: FMA-RMA Liaison Committee, Statler Hotel, Washington, D. C.

MGM'S LEO PACKS 'EM IN—WBNS HELPS HIM DO IT

Leo has been roaring about his box office hits over WBNS for seven years.

ASK JOHN BLAIR

In Columbus, Ohio, It's

WBNS

163,550 WBNS FAMILIES IN CENTRAL OHIO

COVERS CENTRAL OHIO
BMB

Quick End to NAPA Royalty Bill Seen

Hearings to End Today; NAB, BMI Oppose Copyright Plan

WINDUP of the current attempt by the National Association of Performing Artists to cut its membership in on record royalties will be made today at the conclusion of hearings before a House Judiciary subcommittee in the face of what one Congressman declared was "the committee's conviction that musicians and other entertainment people are already among the best paid of all workers."

The subcommittee on Patents, Trademarks and Copyrights has given almost three weeks to hearing of pros and cons on two bills which would introduce a "revolutionary concept of copyrights" into the entertainment and broadcasting industry. The legislation, H. R. 1269 and 1270, was introduced by Rep. Hugh D. Scott Jr. (R-Pa.) and backed by NAPA.

The latter bill would give performing artists the privilege of copyrighting their arrangements and variations on standard works of music or any other recorded material.

Unconstitutional, Says Petty

NAB, through its chief counsel Don Petty, maintained last Monday that the bill was unconstitutional. "It has never been thought that the execution or rendition or performance of a musical composition or a dramatic work, whether skilled or unskilled, whether artistic or inartistic, could be the subject of property," Mr. Petty told the committee.

He pointed out, and the committee nodded assent, that performers now control their own compensation as do other skilled persons by contract. This, he maintained, is ample protection for their skills and recompense for whatever contributions they may make in presenting variations upon standard works.

Mr. Petty declared that in many cases the engineers who "mix" orchestral music contribute as much if not more to the "style" of popular music as the band leaders themselves. By the same token, he continued, it would be as logical to give them a share in the royalties from recordings.

One Congressman, who withheld his name, told BROADCASTING that an examination of the present copyright laws proved only one thing—"that the law is already complex and involved and more than anything needs rewriting and simplification. This proposed legislation would only make intolerable a copyright set-up which is already grieviously tangled."

BMI Opposition

Broadcast Music Inc., also opposed H. R. 1270 on grounds that it "is unintelligible in form, would create serious difficulties in the determination of its meaning and effect and would be likely to create the gravest injustice to authors of musical, literay and other works."

This legislation has been introduced 11 times but has never before gained a hearing. It was thought likely that since the Judiciary Committee has not shown much enthusiasm for the proposal and since it bears the burden of about 53% of all legislation introduced in the 80th Congress, hearings were granted primarily to settle the issue beyond recall.

The fate of H. R. 1269 was less certain, although the bill was as vigorously opposed as its companion. The bill would withdraw the licensing exemption formally granted to operators of "juke boxes" in establishments where no admission is charged.

Sidney Levine, speaking for operators of coin-operated record playing machines, declared the operators are already facing lean years because of the high costs involved in the acquisition and maintenance of the elaborate automatic phonographs. He declared that H. R. 1269 would only drain off the small margin of profit now available to the operators.

Two members of a special labor subcommittee investigating James Caesar Petrillo and the AFM were present at the hearings [CLOSED CIRCUIT, June 2]. Chairman Carroll D. Kearns (R-Pa.) sat through a whole morning's hearings, apparently listening for any clue which might reveal AFM backing of the copyright legislation. Rep. Richard M. Nixon (R-Calif.) also sat in on several of the hearings. They would not comment on their findings.

HAWAII'S FIRST STATION

KGU

NBC IN THE PACIFIC SINCE 1931

HONOLULU

Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

CRAVEN WOL MANAGER ON PERMANENT BASIS

APPOINTMENT of Commander T. A. M. Craven as general manager of WOL Washington, was announced last week by Gardner Cowles, president of Cowles Broadcasting Co., which owns WOL. Comdr. Craven has been acting as temporary manager of the station since Merle Jones' resignation several weeks ago [BROADCASTING, May 19].

Comdr. Craven

Comdr. Craven became a Cowles vice president in July 1944, and for seven years previous to that was an FCC Commissioner. In September 1944 he was made executive head and technical advisor of all the Cowles stations—WOL, WHOM New York, KRNT Des Moines and WNAX Yankton, S. D.

Continuing in their current positions will be William Murdock, commercial manager; Roy Passman, program director; Albert Warner, news and Robert H. Thren, office manager.

Hams' Day

U. S. "HAMS" were to make exhaustive tests of their self-powered portable equipment last Saturday (June 14) in observance of 11th Annual Field Day of their national association, the American Radio Relay League [BROADCASTING, June 24, 1946]. This year's objective, according to ARRL Communications Manager F. E. Handy, "is to give every operator the opportunity to become experienced in copying code messages and retransmitting them under adverse conditions."

WARM to Discuss Pay

WALTER C. MOSER, commissioner of the U. S. Conciliation Service, will meet June 18 with officials of WARM Scranton and William Lamey, international vice president of American Communications Association (CIO), Broadcast Local 1, in stalemate over engineers' pay rate. Union is seeking a scale of from $42 to $78, which it maintains is being paid by comparable stations in the area. Existing contract calls for a $60 top minimum.

TOO MUCH RESPONSE

New Orleans Better Business Bureau Cancels WDSU Show

MOST SPONSORS would be happy to have more listener response, but the Better Business Bureau of New Orleans had to cancel its weekly show over WDSU because of too much response.

The program exposed swindle cases from the files of the BBB and after eight weeks of the series the bureau was so flooded with calls from people wishing to report swindle complaints it could handle no more.

BBB Manager Jim Barr wrote the station regretfully cancelling the show and expressing the hope that it might be resumed after the Bureau had a chance to catch up on current cases.

CBS Cancels Plan

CBS DROPPED its original plan to televise the "Fashion Fair" at Madison Square Garden, New York, last week after the International Alliance of Theatrical Stage Employes demanded that the network hire four stand-by stagehands. L. W. Lowman, CBS vice president in charge of television, stated that the network did not want to establish the precedent of employing stand-bys in television, and decided to abandon altogether televising the affair.

ONE BIG MARKET

TEXAS
BEAUMONT
ORANGE
PORT ARTHUR

SERVED BY

BEAUMONT TEXAS

KFDM

560 KC.

1000 WATTS

KFDM penetrates the three largest cities in the Great Gulf Coast Region—Beaumont, Port Arthur, and Orange—reaching a 584 million dollar effective buying income!

REPRESENTED BY

FREE & PETERS, INC.

Pioneer Radio Station Representatives

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AMERICAN BROADCASTING CO., INC.

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA

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5000 WATTS
630 KC
Ask Jos. Weed & Company
350 Madison Ave., N. Y.
CFCY
The Friendly Voice of the Maritimes
CHARLOTTETOWN

THE WINNER
IN 20 CONSECUTIVE MEDIA SPONSORED
READER PREFERENCE SURVEYS
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Advertising Age
The National Newspaper of Marketing
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Excess Insurance Covering
LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

CBS WJNO
"Where "Dun and Bradstreet" meet "Hooper and Crossley"!

THE VOICE OF THE PALM BEACHES

White Bill

(Continued from page 11)

measure as they are written.

Also preparing to seek a hearing was the Radio Correspondents Assn. which last week met with Senator White to seek information on how the bill would affect the working radio correspondent.

The correspondents' group was headed by Bill Henry, its president, and commentator for CBS. Others included Albert Warner, MBS, William McAndrew, NBC, Pete Tully, Yankee Network and Elmer Davis, ABC.

The correspondents asked Senator White to explain to them what was behind the bill, but the Senator replied that he "did not want to be put on the spot" before the hearings started. He did, however, say that he would not "stand or fall" on the bill as it is now written.

The correspondents are most concerned with those sections of the bill which require all news and commentary material to be identified. They have applied for time before the committee, and will be represented by Mr. Henry.

White Concerned

Senator White, meanwhile, has not been able to conceal his concern over the controversy raised. He has indicated that the bill as it is now written is by no means final—that the final draft should be the child of the hearings so that if there is anything like unanimous objection to one or more provisions they will be altered as the majority of broadcasters indicate.

Sources close to Senator White indicated that the option time features of the bill were rewritten from the old White-Wheeler bill because during the hearings on the earlier measure in 1943 there was no emphatic objection.

Senator White is said also to feel that not all networks may oppose the option time clause. He maintains that affiliates have complained that under the present system of more and more stations the networks have the power to write "tougher" contracts, whereas under the option time clauses, the affiliates may gain some bargaining power.

Howell Calls Meeting

Meanwhile, on the House side, Chairman Evan Howell (R-Ill.) of the Radio subcommittee of the Interstate & Foreign Commerce Committee called an executive meeting of his group on Friday to discuss their treatment of the White Bill. The Committee will observe the Senate Committee proceedings before taking action.

Under consideration was a plan to introduce an entirely new communications measure next session—based somewhat upon the experience of the Senate Committee.

The one section of the bill which may not receive serious criticism from industry is that which is concerned with the rights of licensees before the Commission and the Courts. The FCC on the other hand, may object to this section on the grounds that it is not necessary, that Commission regulations are sufficient to guarantee fair appeal treatment to licensees and applicants.

REP. FRED A. HARTLEY Jr. (R-N. J.), co-sponsor of Taft-Hartley labor bill (extreme r), was interviewed by Bill Shadel, CBS newsman (second from r), on telecast of Gulf Oil news show June 5 at 8 p.m. (EDT), aired by WCBS-TV New York from the studios of WMAL, Washington ABC outlet owned by *The Evening Star* [BROADCASTING, June 9]. The experimental arrangement involving two major networks and said to be the first instance of sponsored news telecasting was so well received that a second pickup from the nation's capital, provided by WMAL, was telecast last Thursday. With Representative Hartley and Bill Shadel are (l to r): Dan Hunter, WMAL chief engineer; Kenneth Berkeley, WMAL general manager, and Ed Scoville, CBS special events director, Washington.

Would Take Issue

If the point arises, Senator White is expected to take issue with the Commission because he is said to feel that the FCC has not always exhausted all possibilities in the present law for full judicial appeal from contested orders. He feels that procedural matters should not be left to the Commission's discretion, to vary from one administration to the next.

The hearings get off to their early start over strenuous objections from almost the entire industry. Judge Miller made strong representations to Senator White for a delay on grounds that not sufficient time was permitted for preparation.

An 11th hour attempt at postponement failed last Monday after Niles Trammell, NBC president and Frank Mullen, executive vice president, conferred with Senator White. They were followed by Mark Woods, president of ABC, Robert H. Hinckley, vice president and Washington director, and Robert D. Swezey, vice president and general manager of Mutual. CBS did not participate in the informal discussions.

White Adamant

Senator White remained adamant, it was reported, holding that the subcommittee had already made its plans for hearings. He also was said to feel that the extended hearings on the old White-Wheeler bill, from which much of the present proposal is derived, should provide much testimony which will not be necessary to repeat.

Although the hearings are scheduled to run for only six days, Senator White indicated that additional time will be allowed if needed.

Mr. Woods pointed out that ABC had not appeared in the 1943 White-Wheeler Bill hearings since at that time it was the Blue Network of NBC. Senator White, it is understood, regarded that as an extenuating circumstance but nevertheless felt that adequate time to prepare for the proceedings was available and that each network and entity should be prepared to put on the best case possible.

News Strip on Don Lee Sold to Two Sponsors

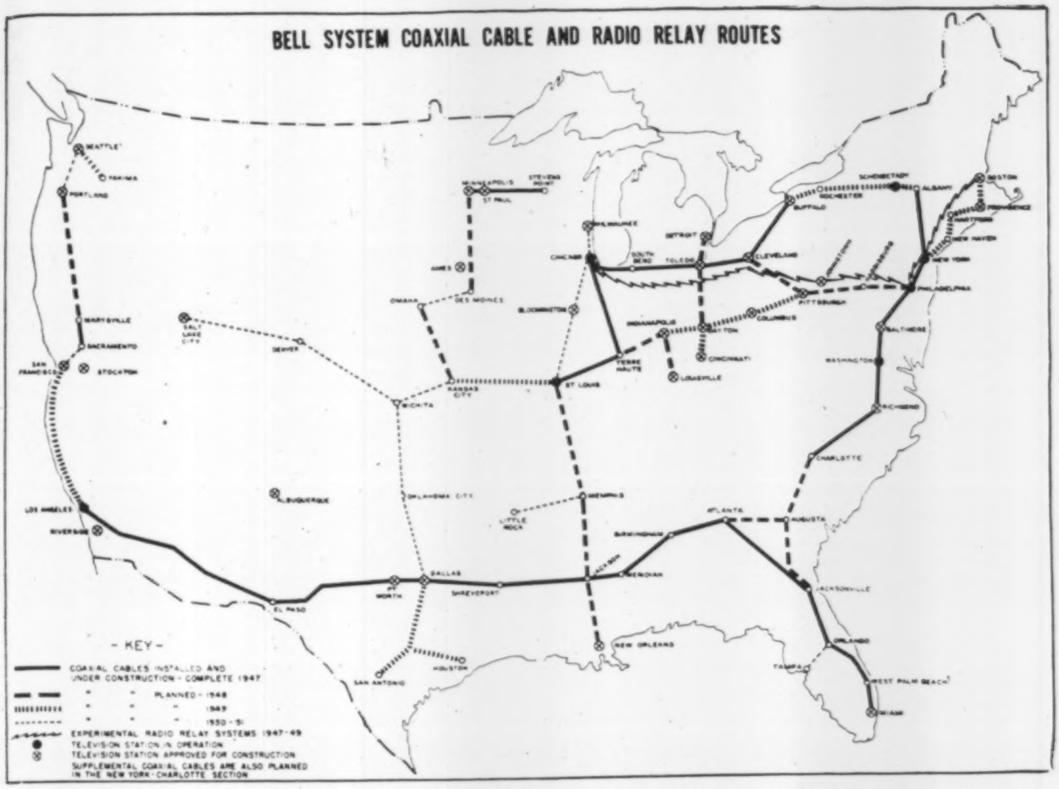
TENTH regional sales in nine weeks was completed by Don Lee Broadcasting System with announcement last week of return of *Frank Hemmingway News* to 43 of its stations starting Aug. 4 (4:15-4:30 p.m. PST), sponsored by Los Angeles Soap Co. and Folger Coffee.

As result of the ten sales, weekly billing of $19,000 has been added. Soap and coffee sponsors will split six weekly newscasts in the same manner in which they already share sponsorship of early morning news on Don Lee stations. Both contracts are for 52 weeks.

Sports and Music

THREE-HOUR Sunday sports and music program is new feature on WPEN Philadelphia. Station has sent out letters to all country clubs, yacht clubs, sandlot ball teams and athletic clubs asking them to phone their sports events in to station's sports desk. Latest scores are put on air as received. Other community sports news also is aired.

XUM


BELL SYSTEM COAXIAL CABLE AND RADIO RELAY ROUTES
SEATTLE
YAKIMA
PORTLAND
MARYSVILLE
SACRAMENTO
SAN FRANCISCO
STOCKTON
SALT LAKE CITY
DENVER
LOS ANGELES
RIVERSIDE
ALBUQUERQUE
EL PASO
FT. WORTH
DALLAS
SHREVEPORT
HOUSTON
SAN ANTONIO
WICHITA
KANSAS CITY
OKLAHOMA CITY
LITTLE ROCK
MEMPHIS
ST LOUIS
OMAHA
DES MOINES
AMES
MINNEAPOLIS
ST PAUL
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MILWAUKEE
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DAYTON
CINCINNATI
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PITTSBURGH
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ROCHESTER
SCHENECTADY
ALBANY
BOSTON
PROVIDENCE
HARTFORD
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NEW YORK
PHILADELPHIA
BALTIMORE
WASHINGTON
RICHMOND
CHARLOTTE
ATLANTA
AUGUSTA
BIRMINGHAM
MERIDIAN
JACKSON
NEW ORLEANS
JACKSONVILLE
ORLANDO
TAMPA
WEST PALM BEACH
MIAMI
- KEY -
COAXIAL CABLES INSTALLED AND UNDER CONSTRUCTION - COMPLETE 1947
" " PLANNED - 1948
" " " 1949
" " " 1950 - 51
EXPERIMENTAL RADIO RELAY SYSTEMS 1947-49
TELEVISION STATION IN OPERATION
TELEVISION STATION APPROVED FOR CONSTRUCTION
SUPPLEMENTAL COAXIAL CABLES ARE ALSO PLANNED IN THE NEW YORK-CHARLOTTE SECTION

COAXIAL CABLE and radio relay routes installed, under construction and planned by AT&T for 1947-51 are shown in this map, presented by the company to FCC and television broadcasters at the intercity network conference held in Washington, D. C., last week. Thus far about 4,000 route miles of cable are in the ground; the going rate of installation is almost 3,000 sheath miles per year. Extent of demand for lines may alter date of completion in some cases; generally, AT&T officials said they did not plan to meet demand for video facilities before it arises.

TV Networks

(*Continued from page 18*)

felt could be cut as low as $2 per hour if the relays were used by several network groups, was based on a cost of $211,000 for the facilities, including five intermediate towers and the terminal equipment.

The eight cities he suggested linking in this system were New York, Trenton, Philadelphia, Reading, Lancaster, Wilmington, Baltimore, and Washington. It was pointed out that stations are now operating in New York, Philadelphia, and Washington, and that one is due to go on the air in Baltimore later this year.

David B. Smith, Philco vice president in charge of engineering, attacked the AT&T rate proposal as "out of the question".

"Nobody has a God-given right to this monopoly," Mr. Smith declared. He insisted that there are several ways of relaying programs between cities and that all of them should be tried.

The networks offered no definite information on their own video network plans, but gave no indication that they would break away from the practice of using common carriers for intercity connections. CBS, NBC and ABC all said they certainly would operate video networks, and NBC and ABC specifically indicated that their policy involves use of common carriers. Mutual was not represented.

H. H. Nance of AT&T's Long Lines Dept. estimated that 11,000 miles of coaxial cable will have been completed by the end of 1949 (see map this page). All existing video authorizations except Albuquerque, he pointed out, are on or near these routes or those proposed for radio relay. He said terminal equipment will be added at Baltimore and Philadelphia (along the present New York-Washington link) to permit either reception or transmission at those points, in time for the football season this fall.

George W. Gilman of Bell Telephone Labs reviewed plans for the company's New York-Chicago radio relay route, slated to be installed by the latter part of 1949.

Mr. Gilman said this system will use a form of band pass filter structure which can divide the 3700-4200 mc band into as many as six two-way broad band channels along any one route.

He referred to Bell Labs studies of coaxial systems for video bands at least 7 mc wide and said "still wider bands are possible if they are required." As yet, he said, it is too early to predict what bands of frequencies may be carried over the New York-Chicago radio relay system, but added that "it should be at least as great as that provided by the coaxial cable and may perhaps be greater."

He said studies made in connection with the company's New York-Boston microwave system now nearing completion, "have given us confidence that the basic principles of design are sound and that by further refinement in detail a system can be produced which will be capable of operating over a distance of at least 1,000 miles while meeting . . . the increasingly severe requirements" of performance, reliability, and flexibility of system operation.

AT&T had planned no affirmative presentation on rates but R. P. Judy, rate engineer, was prepared when Chairman Sterling raised the question. Mr. Judy termed the proposed television rates "consistent" with conditions in the early stages of network operations and said they will be reviewed from time to time.

Under questioning, he said he hoped the rates represent the "top limit" but that much would depend upon the extent to which the cables are used by broadcasters. It is possible, he said, that the rates may be lowered at some later date.

Because of the scarcity of circuits now available, Mr. Judy said he assumed a sharing arrangement would be worked out among those wanting service now. Later, however, Mr. Nance indicated under questioning by Dr. Du Mont that the "first man in line" might be allowed use of any available channel on a regular eight-hours-a-day basis.

CANADA'S
FOURTH
MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 KW.
REPRESENTATIVE: WEED & CO.

FRIENDS IN NEED!

WAIR has friends by the thousands throughout this rich, responsive market — and all of them are constantly in need of food, cosmetics, medicine, automobiles—any and everything human beings require to keep alive, keep well dressed, keep beautiful.

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Winston - Salem, North Carolina
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buy MOST SPOT TIME
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ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Examiners

(*Continued from page 14*)

were outlined earlier [BROADCASTING, June 2].

Their main assignments will be to preside at hearings and prepare either "recommended" or "initial" decisions. They will operate independently of other FCC executives, being responsible only to the Commission itself.

In some types of hearings—on revocations and suspensions, renewals, transfers and assignments, and cases instituted on the Commission's own motion—they may not consult even with another FCC staff member without giving all parties to the hearing an opportunity to be present.

FCC authorities did not think, however, that so strict an application of the "segregation of duties" principle will be necessary in hearings on initial-license cases, which constitute the bulk of FCC's hearing work.

Unless otherwise directed, examiners will prepare "recommended" decisions in the cases they hear. These may be adopted by the Commission as its own, but, in any event, they must be made public. In "appropriate" cases the examiners may prepare the Commission's initial decisions, provided prior announcement is made that they will do so.

Yet to be established is the new "Review Section" replacing the present "Hearing Section" in the Broadcast Division. Its members will review hearing records and decisions, schedule hearings, and in some instances prepare certain decisions on Commission order.

The newly appointed examiners, with their backgrounds and the positions they held at time of appointment, are on this page.

WJNC Jacksonville, N. C. June 16 is scheduled to feed to the entire Tobacco Network, from 2-2:30 p.m., the mock invasion of Carolina Beach by the 2nd Battalion Eighth Marines at Camp Le Jeune. This will be a feature of the state convention of the North Carolina American Legion.

Backgrounds of the New Examiners

Jack P. Blume—Acting Chief, Hearing Section. With FCC since February 1946. Started as attorney-in-charge of Chicago field office, subsequently engaged in new and changed facilities and litigation and administration work. Participated in numerous broadcast hearings and preparation of decisions. Has law degree from New York U.; collaborated on Socolow's two-volume "The Law of Radio Broadcasting." Practiced law and was deputy hearing administrator at OPA before joining FCC.

Jay D. Bond—Member of New and Changed AM Facilities Section. Joined FCC in July 1946. Navy lieutenant during war. later became assistant counsel in Office of General Counsel of Navy Dept., and, later, OPA enforcement attorney at Dallas. Has BA and law degrees from U. of Kentucky; engaged in private practice before war. FCC work includes processing broadcast applications and acting as Commission counsel at AM hearings.

Joseph Brenner—Acting Chief, Rate Section, Common Carrier Division. Joined FCC in September 1946; was assigned to work on circuit and merger problems in International Section before named to rate section post in January. Has degrees from U. of Southern California; served successively as California OPA Appeals Board member, attorney in Justice Dept.'s Special War Policies Unit, and principal attorney in OPA's Court Review Branch.

James D. Cunningham—Chief of Renewals and Revocation Section since 1939. With FCC since 1934, has served in Hearings Section and presided at many broadcast hearings. Has BA, MA, LLB, and LLM degrees from Georgetown U. and Law School, Washington, D. C., where he practiced law and served as attorney-examiner with Civil Service before joining FCC. Veteran of both World Wars; rose to rank of colonel.

Walter E. Emery—Member of New and Changed FM Facilities Section. Former director of U. of Oklahoma's WNAD Norman; taught radio there and at U. of Wisconsin and Ohio State U. Former research specialist for Wisconsin Power and Light Co. Joined FCC in 1935 as special assistant to Comr. Paul A. Walker; worked on telephone investigation in 1936, and has been in present section since December 1945, serving in hearings and supervising FM noncommercial educational work. Has BA, PhD, and LLB degrees.

Robert W. Hudson—Field Attorney, San Francisco office. With FCC since 1943, when he became assistant to Comr. Ray C. Wakefield. Named to present post last year after military service. Has presided at number of broadcast hearings and prepared decisions. Has BA degree from U. of Tulsa and JD from George Washington Law School, Washington, D. C. Formerly with Tidewater Associated Oil Co. and Amaranda Petroleum Corp.; later was Navy Dept. clerk and claims examiner for Acacia Mutual Life Insurance Co.

Hugh B. Hutchison—Chief, New and Changed AM Facilities Section. Joined FCC in 1935; served in Complaints and Investigations Section before moving to present post. Experienced in processing and reviewing cases and presiding at hearings. Attended Cornell U. and has law degree from Columbus U. Law School. Before joining FCC, was assistant clerk to House Judiciary Committee and served in Army Judge Advocate General's Office, digesting legal opinions. Formerly with Census Bureau, office of Secretary of Interior, Indian Office of Interior Dept., and Bureau of Prisons, Justice Dept. In Army during war.

J. Fred Johnson Jr.—Recently has served as presiding officer and Commission counsel in both broadcast and common carrier fields. Joined FCC in 1935 as attorney in Telephone Division; later transferred to Telegraph Division. In both capacities handled common carrier rate and other cases. Chief of Wire Services Section during its existence, supervising matters relating to extension and discontinuance of service. Former first assistant to Alabama Attorney General and later served as presiding judge of Alabama's 11th Judicial Circuit Court.

Edward F. Kenehan—Member of New and Changed AM Facilities Section. Went with FCC upon discharge as Army major in 1946. Has taken part in broadcast hearings and prepared proposed decisions. Has BA and LLB degrees from U. of Illinois and Law School and was graduate fellow in legal research, U. of Michigan. Successively practiced law, was visiting assistant professor of law at U. of Missouri, and served as Assistant State's Attorney for Macoupin County, Ill.

Mrs. Fanny N. Litvin—Chief of Motions and Rehearings Section. With FCC during its entire existence, and before that was with FRC, which she joined in 1928. Until about 1938 she was assigned to litigation staff, writing briefs and arguing cases before the courts. Has been in charge of broadcast motions and petitions for several years and has participated in hearings. Completed undergraduate work at Montana State College and received LLB degree from George Washington U. Practiced law for a time at Butte, Mont., with firm headed by present Sen. James E. Murphy of Montana. Law assistant to Sen. Thomas J. Walsh of Montana for three years before joining FCC.

Leo Resnick—Member of Hearings Section. Has been with FCC since July 1940; advanced from attorney in Litigation and Administration Division to assistant chief of Facilities Section, War Problems Divisions, then to chief of Emergency, Experimental and Miscellaneous Section. Since January 1947 has received drafts, prepared proposed decisions, and presided in broadcast hearings. Has degrees from Columbia U. and Law School. Formerly in private practice in New York, later served as Public Works Administration attorney at Dallas. On leave from FCC during war for Navy service.

Farnsworth Appoints

E. J. (Joe) HENDRICKSON has been appointed manager of the Farnsworth Sales Division, succeeding E. H. McCarthy, who has retired due to ill health, it was announced last week by E. A. Nicholas, president of the Farnsworth Television & Radio Corp. Mr. Hendrickson is a veteran of nearly 25 years in radio merchandising and with Farnsworth since 1939.

WILX to Take Air About July 1 as MBS Affiliate

NORTH WILKESBORO, N. C., will have its first station about July 1 when WILX takes the air on 1450 kc with 250 w and MBS affiliation.

The Carolina-Northwest Broadcasting Co., licensee of WILX, is headed by Major Edney Ridge, president of the North Carolina Broadcasting Co. which operates WBIG Greensboro, N. C., and former publisher of the Greensboro *Record* and member of the board of directors of the Greensboro News Co., publishers of the Greensboro *Daily News* and *The Record*. Other officers include Hadley Hayes of North Wilkesboro, vice president and Miss Aileen Gilmore of Greensboro, secretary-treasurer.

Hal Roach Appoints

HAL ROACH has appointed Buchanan & Co., New York, to handle the advertising campaign for his new feature length comedy, the *Hal Roach Comedy Carnival*. The picture is scheduled for fall release by United Artists. Radio will be used.

Petrillo

(*Continued from page 15*)

continues more and more name band leaders will disband their organizations to take advantage of what is developing into one of the biggest box-office attractions in the radio industry." He named Paul Whiteman and Tommy Dorsey as two who reportedly have signed for an annual guarantee of $200,000.

Concern Over Video

Expressing concern over television, he said, "As I understand television it is going to be something like talking pictures. They will be able to put it into reels with sound tracks and deliver the reel to radio stations. One band or orchestra thus could serve maybe 600 radio stations.

"But I don't think the radio and television people will want to trap us on this deal. They just do not know yet where television is going and how far it will expand. It is still up in the air."

AFM plans for a survey to determine music types preferred by the public have been dropped, he said, since the study would cost $25,000 and still be inconclusive.

He reported on an AFM analysis of network time for the full year of 1945, during which 6,205 hours of broadcasting time for each key station were logged 8 a. m. to 1 a. m. daily.

Under the heading of live music NBC was found to devote 40.8% of its time; CBS 38.7%; ABC 38.6%; MBS 22.8%. Live sketches and news: NBC 57.2%; CBS 58.3%; ABC 58.4%; MBS 65%. Recorded music: NBC 1.5%; CBS 1.7%; ABC 2.6%; MBS 10.5%. Recorded sketches: NBC 0.5%; CBS 1.3%; ABC 0.4%; MBS 1.7%.

The LARGEST station
in the LARGEST city
in WEST VIRGINIA

WSAZ

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT
930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

XUM

CAB

(Continued from page 16)

cided to have a new board of directors check with NAB Washington on experience of American broadcasters. John Gillin, WOW Omaha, outlined activities of NAB in forming local advisory radio councils.

New board directors is to investigate possible places for next annual meet with Eastern Canada location favored.

Broadcasters and agency executives aired their problems on the morning of second day of convention when panel on postwar radio selling was held. Douglas Scott, CAB advertising director, presented detailed analysis of why radio is the best advertising medium. NAB film, "Why Radio Sells," drew applause and gave Canadian broadcasters new insight into public acceptance of radio.

The panel's four experts presented views on radio selling and how agency and station can work closer together. Panel consisted of Wis McQuillin, Cockfield Brown Co., Toronto; Guy E. Herbert, All-Canada Radio Facilities, Toronto; Phil LaLonde, CKAC Montreal; Bill Guild, CJOC Lethbridge.

Mr. McQuillin pointed out that agency is liaison between advertiser and station and is interested in selling more goods and in efficient use of medium. Mr. Herbert stated that station representatives want radio used throughout Canada, that they spend more than half of their time selling small market stations.

Outlines Poromotion Ideas

Mr. LaLonde described promotion ideas of CKAC and Mr. Guild pointed out smaller market stations are closer to consumers.

Questions aired at the panel dealt largely with availabilities, growing use of local time requests by national advertisers through local dealers, and merchandising promotion problems. Taking part in discussion were American Radio guests Ben Pollett, Compton Advertising; Mary Dunlavy, Pedlar and Ryan; Adam Young and George Kern, Benton and Bowles.

"We have to fight for free radio in the United States and Canada now," Mr. Gillin of WOW, Tuesday luncheon speaker, declared. "CAB and NAB must work together and must fight now. An international committee of American, Canadian and Mexican broadcasters should be formed to watch the fight on program control on the continent. We are fast losing the right to free speech on the radio."

Tuesday afternoon session was devoted to presentation of the Bureau of Broadcast Measurement by Lou Phenner, president, and Adrian Head, vice president. BBM growth was reviewed with slides, new developments were noted, and uses of radio analyzed. Broadcasters questioned BBM officers and a panel of experts consisting of Walter Elliott, Elliott-Haynes surveys; Horace Stovin and Mr. Gillin.

Suggestions were presented for aiding small market stations in remote areas. Seventy Canadian stations are members of BBM, as are 58 agencies, 43 advertisers and nine station representatives.

New directors, elected at annual BBM meeting for three-year terms are: C. R. Vint, Colgate-Palmolive-Peet; Frank Mills, Spitzer and Mills; Bill Cranston, CKOC Hamilton, Ont.

CANADIAN BROADCASTERS at Jasper: Left to right—Phil LaLonde, CKAC Montreal; Miss Margaret Rea, manager CJAV Port Alberni (only woman station manager in Canada); Bill Rea, CKNW New Westminster; J. Carter, CKLW Windsor-Detroit; Ralph Parker, CFPA Port Arthur; Jerry Quinney, CFAR Flin Flon, Man.; Jack Beardall, CFCO Chatham, Ont.

COL. KEITH ROGERS, CFCY Charlottetown, and president of CAB (left) with Michael Barkway, Canadian representative of British Broadcasting Corp., at dinner.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Our Editorial Policy Appalls Mr. Komow

EDITOR, BROADCASTING:

I have been meaning to write you for some time now . . .

Frankly, gentlemen, your editorial policy appalls me. I realize of course, that BROADCASTING Magazine is meant for the broadcasters themselves—those people who own and operate radio and television stations throughout the United States. I cannot, however, believe that the great majority of these people are the egocentric, selfish, self-centered and short-sighted persons which you represent them as being. I cannot believe that the majority of broadcasters are opposed to forward-looking policies as your narrow-minded and reactionary editorial views would indicate. Perhaps the attitudes presented are those of the owners and operators of BROADCASTING Magazine—I have no doubt they are. But if those views are also held by the majority of broadcasters, which fact I doubt, then free-enterprise in radio is just as much a misnomer as calling our little-lamented friend, Herr Hitler, a benefactor. . . .

VICTOR H. KOMOW,
2027 80th St.,
Brooklyn, N. Y.

June 4.

Suggestions to Writers Of New Radio Law

EDITOR, BROADCASTING:

During my recent stay in Washington, I discussed the writing of a new radio law with Senator Wallace H. White Jr., and Representative Charles A. Wolverton. I have submitted to them the following suggestion . . .

Any citizen of the United States should be permitted to ascertain, without cost to himself, whether or not, in the opinion of the FCC, he qualifies in owning and operating a standard broadcasting, FM, or television station. While the Commission makes no charge for filing, an applicant, at present, finds it necessary to engage the services of an auditor, an attorney, and an engineer, at great expense, to determine whether he is even eligible to apply for a broadcasting channel. A simplified preliminary form, with such items as location of the proposed station, the approximate number of persons to be served by it, and the applicants' qualifications to operate such a station in the public interest, should be all that is necessary to determine the applicants' eligibility for a broadcasting license. Upon favorable action by the Commission, he should then be required to submit a complete form, similar to the present FCC form No. 301. Denial of the preliminary application should not preclude the right of the applicant to file the complete form. . . .

For more equitable service to all communities, I would suggest the decentralization of the Commission, by giving the various field offices the power and personnel necessary to cope with the problems arising in their respective areas. I believe the Washington offices of the Commission should contain only the personnel necessary to correlate the processed applications forwarded to them by the field offices. The Commission should provide the field offices with adequate legal staffs to process the legal phases within their jurisdiction, and engineering staffs to act upon engineering problems within their respective areas.

Many problems concerning programs, arise in radio broadcasting, which differ widely from those of other mediums of mass communication. I believe that the appointment of local Boards of Review, composed of civic, religious, and educational groups, who would study these problems, and submit their findings and recommendations to the Commission for action, would be of great value.

WM. ODESSKY,
Acme Radio & Sound
  Laboratories,
3528-3530 City Terrace Dr.,
Los Angeles, Calif.

June 2.

1922
MARCH
1947
25TH YEAR
KGW
QUARTER CENTURY OF COMMUNITY SERVICE

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Experienced announcer. $275 monthly, 48 hour week or $210, 40 hour week with fees. Send disc, recent photo and three personal references. Key station regional network. Speed essential. Box 572, BROADCASTING.

Chief engineer for 250 watt Indiana network affiliated station. Must have supervisory and maintenance experience. Seventy five dollars per week. In reply give experience, education, references, and availability. Box 609, BROADCASTING.

Sales manager—New 5 kw station in major progressive midwestern market desires experienced sales manager. Immediate opening. Outstanding opportunity for right man to affiliate with network station preparing to go on air by late summer. Address Box 627, BROADCASTING.

Copywriter—Akron, Ohio agency needs experienced copywriter. Excellent opportunity for person with responsibility. Write full particulars, send samples. Box 630, BROADCASTING.

Program manager. Michigan AM-FM operation wants man in late twenties or early thirties who has handled program management for at least three years at same station. Ambitious announcers need not apply. Send photograph and salary requirements with application. Box 631, BROADCASTING.

Wanted—First class announcer with first class license. Primarily interested in announcing ability. State salary expected. Box 636, BROADCASTING.

Wanted—Good announcer. Must be sober, reliable, able to work with others. Network affiliate with air-conditioned studios offers permanent job with good pay to good man. Send full information, including salary expected to WOMI, Owensboro, Kentucky.

Chief engineer for new five kilowatt station. Station completely installed. Must be thoroughly experienced broadcast operation and directional array. Wire Box 638, BROADCASTING.

Wanted—Versatile, reliable, sober, experienced announcer, Southeastern network affiliate. Box 639, BROADCASTING.

Wanted by outstanding upstate New York NBC regional. Experienced platter man. Must have thorough knowledge of public taste in pop music and good selling voice. Some singing ability an asset. Personality disc show across the board with promotional build-up for right man. Address Box 648, BROADCASTING.

Director of women's programs for 5000 watt network affiliate in large midwestern city. Send photo, five minute audition disc and complete background information. No material returned. Only top-flight talent need apply. Box 649, BROADCASTING.

looking for a
new and better
news program?
MAXI-NEWS
"the news that's all news"

Box 647, BROADCASTING

Help Wanted (Cont'd)

Salesman for complete transcription catalog; over 70 open-end series for lease to stations and agencies in excellent eastern and midwest territories. Draw and commission to right men willing to work. Write details. Box 653, BROADCASTING.

Chief engineer—Progressive eastern local station, medium size city, requires competent, experienced man to head department, supervise new studio construction and FM installation. Permanent. Give complete information including availability. Box 660, BROADCASTING.

Engineer—Opportunity for young GI, single, with engineering degree or equivalent and first class license, at new KMBC-owned station near Concordia, Kansas. Write fully. A. R. Moler, Chief Engineer, KMBC, Kansas City, Missouri.

Manager for small ABC station. KBIO, Burley, Idaho.

Wanted: First class transmitter engineer for regional 1,000 watt daytime southern station. Include full details, expected salary first letter. Tar Hell Broadcasting System, Inc., Washington, N. C.

Help wanted—Combination first class license operator-announcer. Good voice required. $55.00 for 45 hour week. Small, three room modern apartment available for couple. RCA equipped fulltime Mutual and Intermountain affiliate, 250 watt newspaper-owned and operated station. Modern western city ten thousand, half days drive from Yellowstone Park and many vacation spots of the west. Car needed. Send full particulars, experience and training and voice transcription airmail to W. F. Flinn, Gen. Mgr., KRJF, Miles City, Montana.

Control room operator with first class license. Send references, complete details, experience, picture. WOAI, San Antonio.

North Carolina regional in one of the best towns in state wants good, sober salesman. No high pressure floaters, but one who can sell steady business on its merits. Now one thousand going five in December with 34,000 watts on FM. Good opportunity for a man willing to work and grow with organization. Since we are in the habit of doing all our business above board send your letters direct to E. Z. Jones, General Manager, WBBB, Burlington, North Carolina.

Engineer-announcer wanted by 1000 watt NBC station in citrus belt of Florida. Experience in routine announcing required. First class license required. Good salary. Opportunity for advancement. Radio Station WLAK, Lakeland, Florida.

Mutual affiliate needs experienced announcer capable of news, sports and adlib. Apply KVOP, Plainview, Texas.

PROGRAM DIRECTOR WANTED . . . .

. . . . WHO has proved his ability to program a station to build audience reflected in ratings;

. . . . WHO has done that job in a large, competitive market;

. . . . WHO can inspire everyone in his department through his own ideas and enthusiasm.

This kind of Program Director is being sought by a network station in one of the biggest markets. If you apply be sure to send the complete story about yourself and your successful audience building work.

Box 607, BROADCASTING

Help Wanted (Cont'd)

Progressive Washington, D. C. fulltime station has opening for experienced salesman. Excellent working conditions. Straight salary commensurate with background and ability to produce. If you live within 150 miles radius of Washington, personal interview can be arranged. Write full details first letter. Box 676, BROADCASTING.

Salesman to sell time on 5 kw NBC station established 1926 in Florida city of 75,000. Good living conditions. Salary or drawing account and commission. Write us complete background plus references. Box 682, BROADCASTING.

Major southern city, dominant station, looking for sales representative with proven success record. Drawing account and commission. Send biography. Box 678, BROADCASTING.

West coast major market station has opening for experienced radio writer—continuity and programs; salary open for this job. Write in detail to Box 684, BROADCASTING.

Experienced announcer-operator wanted in major metropolitan west coast market. Good starting salary. Permanent. Write full details to Box 683, BROADCASTING.

Wanted—High type salesman for 250 watt network affiliate in large Pennsylvania market. Must be good mixer and able to solicit both local and national accounts. Salary basis only. $300.00 monthly to start, should earn $400.00 a month within one year. Married men preferred. Send all details, previous experience, references, picture and last salary received to Box 686, BROADCASTING.

Announcer with first class license. 35 hour week. Ideal working conditions. Send audition disc, full details, salary requirements and photograph in first reply. WKWF, Key West, Florida.

If you are a real producer and want a connection where results will show on your monthly checks we have a real proposition to offer. Liberal commission against a good weekly drawing account. Station located in one of the best markets in the south. Independent operation. Send full information and references in first letter. All replies confidential. Reply Box 694, BROADCASTING.

Chief engineer for local fulltime station in good eastern metropolitan market. Must be familiar with installation and construction. State salary expected and full details. Box 695, BROADCASTING.

Chief engineer, experienced announcers. RRR Employment Service, Box 413, Philadelphia.

Wanted: Announcer-copywriter by 5000 watt CBS affiliate. $1.10 per hour, time and half over 40 hours. Box 697, BROADCASTING.

Experienced announcer needed soon. Must have knowledge of turntable operation. Write or call WCNC, Elizabeth City, N. C.

ABC central New York affiliate wants announcer with experience. Send disc or call WGAT, Utica, New York.

Situations Wanted

Promising announcer-writer. 24. Eight months experience; also, Army show. 3½ years college; advanced graduate NYC's leading radio school. Available June 24. Will travel. Disc, copy, photo. Box 590, BROADCASTING.

Management and establishment of new station, programming, sales and announcing included in seven years experience of married executive seeking change. Reason: want work, not title. Present salary $75. All letters answered. Box 593, BROADCASTING.

Chief engineer experienced design, installation, operation. Executive and practical ability. Require substantial salary. References. Box 594, BROADCASTING.

Producer, program director, announcer with "know how" and ideas. Now ass't production manager metropolitan NBC basic. Desires production or program directorship. Will do news and special events. 28. Married. Steady. Reliable. Box 643, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, writer, producer, experienced, age 22, veteran, desires programming, production or program director's position. Play-by-play baseball. Consider all offers, but prefer new station. Box 608, BROADCASTING.

Station manager. 17 years personnel, production, programming, sales. Want to develop small station. Ideas, versatility, make most of what you're got. Excellent organizer, administrator. Locate anywhere. Top references. Veteran, married, 38. Box 610, BROADCASTING.

Newsman-announcer — Fully experienced, including three years solid newscasting. University graduate; steady, sober, conscientious. $60.00 minimum. Box 626, BROADCASTING.

Timebuyer looking for more work. Four years actual timebuying experience all U. S. markets. Ten years previous experience publicity and mail order. Enjoy planning campaigns and research. Will give my all for congenial firm and fair salary. Age 33, female. Can make appointment Chicago June, Boston July, New York August. Box 632, BROADCASTING.

Announcer—A-1, two years experience. B.A. Degree. Graduate NBC Radio Institute. Dependable. Married. Veteran. Looking for good opportunity. Box 633, BROADCASTING.

Announcer—Experienced, versatile ad lib man desires to better his position. Write Box 634, BROADCASTING.

Veteran, graduate radio school, with first class radio telephone license, interested in transmitter work anywhere. Single, 25, colored. Box 635, BROADCASTING.

Writer-announcer. Can write first class commercials, continuity, scripts. Go anywhere. Box 640, BROADCASTING.

Consulting engineer desires position chief engineer. Prefer position involving construction, installation, directional antenna, but will consider and answer all replies. References. Box 595, BROADCASTING.

Chief engineer—11 years of well-rounded experience in installation and operation of AM and FM. Desire permanent position. Available immediately. Box 641, BROADCASTING.

Available two weeks, experienced all-round announcer; specialty news; programming experience; minimum $60.00 plus talent. Disc, photo and references on request. Prefer west. Box 642, BROADCASTING.

Wanted—Position as chief engineer of regional station. Will install. 6 years experience in all phases of radio engineering—including directional antennas. College and radio school training. Box 644, BROADCASTING.

Announcer-engineer—6 years experience desires position as salesman with progressive new station. Ambitious young family man who wants a pay check based only on ability. Box 645, BROADCASTING.

Top production man. Complete commercial, sales, program, announcing, publicity, showmanship, etc. Letter follows. Box 650, BROADCASTING.

Ten years experienced announcer wants job at 50 or 5 kw station. At present time program director with small southeastern station. Prefers position on west coast in announcing. References, transcriptions and picture can be furnished by request. Have handled network shows and like special events. News also specialty. Box 651, BROADCASTING.

Announcer, vet, single, 22. One year college training in all phases of broadcasting. Seeking position with station in August. Will consider G.I. training. Disc and photo on request. Box 652, BROADCASTING.

We can make beautiful broadcasts together. Good announcer. Versatile. Graduate accredited radio school. 23 years old. Single. Box 654, BROADCASTING.

Construction engineer—17 years experience desires permanent position. Unusual qualifications. Experienced executive. Former RCA engineer. References. Box 596, BROADCASTING.

Program manager. Michigan AM-FM operation wants man in late twenties or early thirties who has handled program management for at least three years at same station. Ambitious announces need not apply. Send photograph and salary requirements with application. Box 688, BROADCASTING.

Situations Wanted (Cont'd)

Ever heard of news shows with personality? Experienced script, newswriter with varied radio, public relations background, wants to leave 50 kw midwestern outlet for New York or California. College grad-vet, single. Box 655, BROADCASTING.

Announcer-disc jockey, veteran, 24, unmarried, several months experience. Excellent radio voice. Sell any commercial. Box 656, BROADCASTING.

Announcer, veteran, 33, married, one child. Desires position with progressive New England station. Experienced in all types of announcing, programming, and acting. Wants to settle. Transcription and photo on request. Box 658, BROADCASTING.

Announcer, vet, single. Graduate of large Chicago radio school. Will go anywhere. Disc and photo upon request. Box 659, BROADCASTING.

Versatile announcer. Experienced with ABC affiliates. Desirė position with 5 kw or under. Personable and diligent, free to travel. Finest references, available in 3 weeks. Box 661, BROADCASTING.

On July 1 an entire staff of twelve technicians will be available. Experience on many types of equipment from a power of 500 kw down. Standard broadcast, high frequency, experimental, FM and all phases of studio operation. Replies need not be limited to broadcast field. Minimum broadcast experience four years, maximum seventeen years. All have first class license. State your requirements to Box 662, BROADCASTING.

Experienced announcer, veteran, 23, unmarried. Operate control board, disc shows. Excellent radio voice, style. Can sell any commercial. Available immediately. Bernard Melnick, 1611 Carroll St., Brooklyn 13, N. Y.

Announcer. Graduate Radio City School, college and AFRS. Married, mature, congenial, responsible. Travel anywhere. Salary secondary—opportunity to connect with small progressive station is my aim. Disc, photo, reference on request. Box 663, BROADCASTING.

Announcer. Vet, graduate leading announcers' school N. Y. Young, ambitious, seeks connection with progressive station. Disc on request. Box 665, BROADCASTING.

Engineer. 1st class phone. RCA grad. Army radio and industrial electrical experience. Will travel. Box 666, BROADCASTING.

Announcer—Trained all phases announcing Radio City School, AFRS, college. Responsible, conscientious, married vet. No floater, want to settle, join small progressive station with opportunity to advance. Salary open. Go anywhere. Disc, photo, references on request. Box 667, BROADCASTING.

Announcer—Could your station use hard working announcer trained by NBC-Columbia, Radio City, New York, in all phases announcing, who is anxious to join progressive station? If so, I'd like you to listen to my disc. You won't be disappointed. Young vet, single. Box 668, BROADCASTING.

Announcer. Vet. Capable handling all type shows. Good delivery, pleasing commercial style. Married, reliable, ambitious. Will travel. Disc and photo on request. Box 669, BROADCASTING.

Radio director—Now employed by medium sized NY agency handling several successful spot campaigns, seeks agency with wider radio scope. Strong on contact and account work. Well-rounded background in radio production. Outstanding references. Box 670, BROADCASTING.

You say you're looking for two announcers to do news, commercials, platter chatter, etc.? Here are two vets with voices, ability, personality-plus. Travel anywhere. Photos and discs on request. Box 671, BROADCASTING.

Announcer. Veteran, college background, some experience all types shows. Graduate Radio City School. Can be "molded" to "taste". Box 672, BROADCASTING.

PARTNER WANTED

Looking for an energetic, ambitious man, who like myself, has not sufficient capital to buy a small but good station for sale in the east. Only interested in active partner to match my intended capital investment of about $20 to $25,000. Top references. In short, I am looking for the man who is looking for me. Box 689, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, college background, grad leading school, Radio City; vet, single. Travel anywhere. Box 673, BROADCASTING.

Announcer-script writer. Grad leading radio school, NY. Young, diligent vet, familiar all phases radio technique desires connection with progressive station. Available after July 4. Will travel. Box 674, BROADCASTING.

Experienced ABC affiliate announcer desires change. Interested in stations up to and including 5 kw. Travel where best opportunity. Conscientious and reliable. No floater. Available three weeks. Box 675, BROADCASTING.

Announcer. Veteran. Graduate leading school Radio City. Service platter shows. Seeking first commercial opportunity to prove self. Bill Greenfield, 2721 Barker Ave., Bronx 62, N. Y.

Experienced writer looking for position outside of New York. Can handle continuity, commercial copy, script. Harold Mason, 41 West 86th Street, New York 24, New York.

Radio script writer, 32 year old vet with eight years as a free lance writer, college and Radio Writing Institute graduate. How about it, you California stations and agencies? Excellent references, sample scripts. C. R. Jacobs, RR 1, Box 211, Mill Valley, California.

Experienced chief engineer available July. Degree, 30, married; complete installation, field surveys, secure crew. FM-television developmental exp. Box 1298, Hollywood, Calif.

No ball of fire, just guts. 22, single, college grad., some experience. Can write, announce, produce, program, sweep up. Plenty ideas, ambition, horse sense. Work anywhere, willing to experiment. Want to eat, learn. I like people. You like me? Human beings only reply. Ted Rockwood, 219 N. Columbia, Naperville, Illinois.

Announcer—Experienced, reliable, sober, available July 1. Excellent references. Job must be permanent, salary adequate. Single now, bridegroom soon. Thinking of the future. Write or wire: Warren Durham, 4258 N. Kedvale, Chicago.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Engineers, first class, with extensive modern training for commercial broadcast, FM and television. Contact **R. E. Hinkel, Central Radio Schools, Inc., 17th and Wyandotte, Kansas City, Missouri.**

Engineer, Class A amateur, 38, veteran, with new 1st phone and 2nd telegraph licenses desires opportunity to get into broadcasting. Small station in Ohio, N. Y., Penna., or N. E. preferred. Frank Daly, 628 Euclid Street, Salem, Ohio.

Novel disc show by professional writer-actor-announcer. Near New York. Box 677, BROADCASTING.

Young woman radio college graduate trained for acting, television, continuity. Salary open. Box 679, BROADCASTING.

Manager. 11 years in radio: programming, sales, promotion, organization, construction, personnel of local, regional and network operations. Worked through ranks to present position of manager's assistant in metropolitan station. 36, married, university graduate. Box 681, BROADCASTING.

Announcer. Single, trained all phases of radio. Young and willing. Box 680, BROADCASTING.

Commercial manager—Currently employed by eastern station desires larger market. During past ten years have supervised two stations from engineers desk to black operation. Will locate anywhere. Living accommodations of prime interest. 30 years of age. College graduate. Single. Box 685, BROADCASTING.

Announcer — Experienced, attended credited radio school. Disc and photo on request. Box 687, BROADCASTING.

Thoroughly experienced radio executive with 20 years background all phases of station operation, particularly programming and managerial, desires management job in midwest or Pacific Coast with regional or small market station. The best of references from industry leaders. Box 692, BROADCASTING.

Situations Wanted (Cont'd)

Agency timebuyer available with network and large New York agency experience. Proven record of successful spot and network campaigns. Real producer and willing worker can take full charge of New York or Chicago timebuying department. Box 690, BROADCASTING.

Chief engineer. Twenty years in broadcasting, ten with 50 kw. Progressive, reliable, conscientious. Married, with family. Prefer south or southwest. References. Box 693, BROADCASTING.

Westward Ho! Competent engineers, writers and announcers desire locating west coast. Information from RRR, Employment Service, Box 413, Philadelphia.

For Sale

Northern California 250 watt station for sale at the right price. Located in one of California's beautiful and most productive minor markets. Ideal living conditions. Price $27,500.00 to the right buyer who can act promptly. Write Blackburn-Hamilton Co., Radio Station Brokers; Washington, D. C. James W. Blackburn, 1011 New Hampshire Ave.; National 7405; San Francisco—Ray V. Hamilton, 235 Montgomery St.; Exbrook 5672.

Radio Station in south. Small city, excellent. $40,000 cash required. Fine profits. Box 637, BROADCASTING.

One General Radio Piezo oscillator type 575-E, serial #295 and deviation meter type 581, serial #221—Standard broadcast frequency monitor formerly approved by the FCC could be used for spare monitor or low frequency police station, price—$150.00. Two type 833 tubes with sockets and neutralizing condensers—$65.00. One General Radio type 377-B Audio oscillator, serial #129, less grid current meter as is—$50.00. Box 646, BROADCASTING.

Radio station for sale. Write Box 664, BROADCASTING.

For sale: Western Electric 110-A limiter. Good condition. $100.00. Radio Station WINR Binghamton, N. Y.

250 watt transmitter, complete with 1400 kc crystals, approved by FCC and used less than 6 months. Heavy duty power transformer and rheostat control with spare modulation transformer. Ideal for quick inexpensive installation. Available immediately, WSGC, Elberton, Georgia.

Jockey's comedy script collection. $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York.

For quick disposal: $1,000 takes 165 foot steel tubular antenna, complete with lights and flasher, guy wires and insulators, available July 1st F.O.B. WASK, La Fayette, Indiana.

Raytheon 250 watt transmitter $3,000. Immediate delivery. Wire or phone Mark Bullock, Chief Engineer, KFAB Broadcasting Company, Lincoln, Nebraska.

Immediate delivery 1 kw 304-A WE transmitter with spare tubes, plus 1126-A WE limiter. Just removed from service due to recent power increase. Make offer. Radio Station KFVD, Los Angeles.

Three Presto 10-A turntables. Good condition. $300 for the three F.O.B. Winston-Salem. WSJS, Winston-Salem, N. C.

Attention new CP holders. For sale. 250 watt RCA 100-F transmitter modified broadcast service by Kluge Radio Company. Excellent condition, just taken out of our service last week, real bargain at $1400 cash, FOB. Sacramento. Wire or phone Lincoln Dellar, KXOA, Sacramento, California.

Wanted to Buy

Wanted—Good used 1 or 5 kw AM transmitter FCC approved. Box 564, BROADCASTING.

Will purchase half or quarter interest in AM radio station within 150 miles of New York City. Must be going station with aggressive staff. All replies kept confidential. Can furnish best financial and character references. Box 691, BROADCASTING.

Miscellaneous

Confidential—Many stations are looking for good men right now—managers, program managers, newscasters, announcers, engineers, disc jockeys. We are assembling availabilities as service to our clients. All information confidential and discreetly used. Furnish complete record, salary bracket, photograph and voice on 78 rpm record if indicated. Keith Kiggins & Co., Consultants, 527 Lexington Avenue, New York.

STUDIOS and transmitter of WCTT Corbin, Ky., operating with 250 w on 1400 kc, are in this building. WCTT, a fulltime MBS outlet owned and operated by Corbin Times-Tribune Inc., went on the air last month.

ENLARGEMENT OF WSCR OWNERSHIP APPROVED

CONSENT was given last week by FCC to assignment of the construction permit of WSCR Scranton, Pa., from present partnership, Lackawanna Valley Radio, to Lackawanna Valley Broadcasting Co. The new corporation includes present owners and several new parties. The assignee corporation had loaned the assignor $20,000 to assist in financing construction of WSCR.

WSCR is assigned 1 kw daytime on 1,000 kc.

The original co-partners are officers of the assignee:

Dahl W. Mack, president, general manager and 20% owner; James J. Doherty Sr., secretary-treasurer 20%; Eugene L. Burke, vice president, 14%; Edmund C. and Gertrude E. Burke, parents of Eugene L. Burke, each 3%; Paul J. and Robert E. Burke, brothers of Eugene L. Burke, along with their wives, 2% and 1%, respectively. Six percent is expected to be voted by Eugene L. Burke. His wife is daughter of Mr. Doherty. Michael F. and William F. Lawler hold 10% and 5% respectively. Others interested are: Malcolm MacMillan, 10%; Joseph W. Dobbs, 10%, and Michael J. Eagen, 5%.

Drake for Kellogg

THE KELLOGG CO. has decided to sponsor Galen Drake on the full ABC network after experimenting for past 26 weeks by sponsoring Mr. Drake on part of the network from the West Coast and *Hollywood Story* and substitute Mr. Drake five times weekly, 11:30 a.m. on its part of the ABC network effective June 30. Move was due to Mr. Drake's higher Hooper rating as well as stronger promotional pull as compared with that of *Hollywood Story*. Kenyon & Eckhardt, New York, is agency.

WWSC Covers Flood

ERIC FIELDS, studio manager of WWSC Glens Falls, N. Y., and John Bennet, WWSC sales manager, flew equipment into Rutland, Vt., to cover the scene of the recent flash flood which caused three million dollars damage and left the city without lights, gas and water. Appeals for large water pipes to get the supply back into opperation were carried successfully over WWSC in broadcasts direct from the flooded city.

FCC Adopts 30-kc Separation Rule

Less Liberal Than Earlier Proposal Offered by Commission

A CHANNEL SEPARATION rule permitting assignment of AM stations only 30 kc apart in adjacent cities within certain engineering limitations—but not permitting it in the same cities—was announced by FCC last Tuesday.

The rule, which is effective July 17, is a liberalization of existing policy against assignments less than 40 kc apart in the same general area, but is regarded as perhaps slightly more restrictive than the 30-kc rule as FCC first proposed it [BROADCASTING, Dec. 30].

The Commission said it would "reopen the matter for further consideration when new data have been collected" regarding the practicability of further relaxation of the separation standards.

The new rule provides that "no station will be licensed for operation with less than 40-kc separation from another station, if the area enclosed by the 25 millivolt per-meter groundwave contours of the two stations overlap." Operation on 20 or 10-kc separation will not be permitted if the 25-millivolt contour of one station overlaps the 2-millivolt contour of the other.

In a report accompanying the order, FCC reviewed evidence presented at the hearing on the proposed rule, in which a number of engineers sought to establish the feasibility of 30-kc separation for stations so long as there is no overlapping of their 250-millivolt contours [BROADCASTING, March 10].

Since each station is required to lay down a 25-millivolt signal in the business district of the city in which it has main studios, the new rule effectively precludes less than 40-kc separation for stations in the same city. With properly chosen antenna sites, 30-kc separation will be possible in adjacent cities.

The Commission's report, stressing the need for further studies, declared:

> The problems presented herein have been the subject of study for a long period of time. The Commission intends to continue such studies. The special studies undertaken for the purpose of this hearing upon which testimony was adduced were concerned only with the problems of non-selectivity of receivers and of external cross-modulation. Neither of the two studies were conducted for sufficient length of time or over a sufficient portion of the standard broadcast band to permit conclusions to be drawn with complete confidence.
>
> In addition, the Commission is of the opinion that a study should be undertaken of the many new types of radio receivers on the market since the end of hostilities in 1945 so that the Commission will be informed as to the characteristics of these receivers. . .
>
> On the basis of the evidence adduced at the hearing the Commission is of the opinion that there is no warrant for relaxing the standards beyond the point set forth in the proposed rules. Otherwise, the danger exists that severe deterioration of service may result to many listeners. The Commission intends to continue its studies in the matter and will reopen the matter for further consideration when new data have been collected.

The new plan, amending the AM Engineering Standards, will follow the "Interference Ratios" table after Table IV, Sec. 1 of the Standards. The text:

> From the above, it is apparent that in many cases stations operating on channels 10 and 20 kilocycles apart may be operated with antenna systems side by side or otherwise in proximity without any indications of interference if the interference is defined only in terms of permissible ratios hereinbefore listed in the Table headed Interference Ratios. As a practical matter, serious interference problems may arise when two or more stations with the same general service areas are operated on channels 10, 20 and 30 kilocycles apart.
>
> Accordingly, no station will be licensed for operation with less than 40 kilocycles separation from another station, if the area enclosed by the 25 mv/m groundwave contours of the two stations overlap. Frequency separations of 20 kilocycles and 10 kilocycles are considered inappropriate for stations with the same general urban coverage and therefore no station will be licensed for operation with less than 30 kilocycles frequency separation if the area enclosed by the 25 mv/m groundwave contour of either one overlaps the area enclosed by the 2 mv/m groundwave contour of the other.

New England

(Continued from page 12)

nouncements promote surplus farm produce. In this way the market price is held firm and at the same time the consumer benefits by a saving due to market conditons.

"If there ever was a success story," says Mr. Provandie, "for spot radio, this is it. The announcements do an amazing job; they move products instantaneously. The farmers are happy about it since it holds the price and prevents a break in the market. The consumers like it, and it's an outstanding example of a job service combined with a commercial medium."

The agency is also placing announcements for the Massachusetts Steamship Co. promoting the trips to Nantucket and Martha's Vineyard. These continue from the first of June until September.

The latest entry into the competitive soap battle, Soapine, is planning heavily concentrated schedules in radio for fall placement through the Henry A. Loudon Adv. Agency. The product has been pushed up into the top sales bracket by heavy use of spot announcements on some 50 stations. The parent company, Beach Soap Co. Inc., headed by an ex-Lever executive, Gordon R. Fulton, as well as the Kendall Manufacturing Co. which is under the direction of Louis K. Wolff is located at Lawrence, Mass.

Over at Cambridge, the executives at Lever Bros. say that although their radio schedules have undergone readjustment, the overall expenditure in radio is about the same as last year, and no curtailment is anticipated for fall.

The New England stations have no illusions about the future. They, too, realize that business is going to be harder to get. From one standpoint, however, they are in a geographically advantageous position because of the large amount of strictly regional business. The "grass roots" stations as well as the major markets benefit by this situation.

That New England radio is not standing still is emphasized by Linus Travers, executive vice president and general manager of the Yankee Network:

"While the business of radio in New England begins to take on a changing pattern of approach to its listeners, the market itself seems to be experiencing a similar adjustment economically.

Income Diversified

"The buying power of New Englanders is somewhat affected by loss of employment in shoes, textiles and other lines. But the overall income is so diversified that the area still maintains its high level as compared with other sections in the country. Reputable experts attribute this to the growth of the service and recreational categories in the New England economy.

"With nearly 97% of its homes radio-equipped, the New England broadcasters, old and new, still have a fertile market ready to respond to carefully planned radio campaigns.

"During the period of transition, the Yankee Network is developing the motion picture and automotive fields. At the present time, we are engaged in our seventh area-wide promotion of an RKO picture, *The Long Night*, which we think is one of the greatest radio campaigns ever staged in New England.

"In addition, we are completing contracts for concentrated impacts for automobile manufacturers who have been cooperating in *Yankee Goes to Detroit* and *Let's Talk About Automobiles*, two features which have brought the manufacturer and distributor closer to the New England listener.

"These and other presentations which we are now making to prospective advertisers," Mr. Travers asserted, "lead us to believe that we will have more clients than ever before reaching New Englanders when the fall campaigns open."

In this transitional period several of the small market stations report that while some local merchants are curtailing their advertising others are using more of it to move merchandise. This, for example, has been the experience of Carleton D. Brown who operates WTVL Waterville, Me.

Richard G. Bath, vice president and general manager of WKNE Keene, N. H., says that the "effect of the present slump in the production of nondurable goods has been felt at some points but the general picture is bright. To date there has been no curtailment of radio budgets and due to the fact that distributors and retail outlets are entering a period when products once again really have to be sold competitively the tendency is to cover with radio even more intensively."

National spot billing is up, according to Walter Johnson, WTIC Hartford. Milton H. Meyers who operates WELM Fitchburg, Mass., and WWCO Waterbury, Conn., points out that per capita savings in Waterbury are increasing and that there is no cause for alarm that the consumer is over spending. The local business is off slightly but nothing to cause any concern.

Murray Carpenter, WPOR Portland, Me., says that the recreational income in Maine represents a major industry. The annual expenditure for recreation is somewhere in the neighborhood of $185,000,000; and divided among the 800,000 population it becomes a very important source of income.

Among the Boston stations, William B. McGrath reports that several of the accounts that normally cancel out in summer this year are running through the summer months. WHGH has just announced an increase in rate.

Craig R. Lawrence of WCOP, the ABC outlet in Boston, says that its picture looks very good. The newest Boston station, WBMS, is in the black, according to Ivan Newman.

Operating in Black

The new stations in New England interviewed by BROADCASTING all report that they are operating in the black. The home games of the Boston Red Sox and Braves broadcast on a tailor-made New England Network and sponsored by Atlantic Refining Co. and Narragansett Brewing Co. have been a great aid to these new stations. "The baseball games have been a great help for the new independents program and audience-wise," said John S. Lloyd, WACE Chicopee, Mass.

New England's call to arms was sounded by Harold E. Fellows, general manager of WEEI Boston, president of the Boston Advertising Club and recently elected NAB district director from the First District. Speaking before the Ad Club last week, Mr. Fellows said, "Pessimism and crepe-hanging are too much the order of the day. Professional mourners would have the entire nation floundering in the throes of depression—with Boston and New England well up front in the army of despair.

"Facts are facts and reality is reality. And we in Boston and New England are fortified with such facts and such reality on the credit side of the ledger that with conviction and 'action' we can put the professional pessimists and the cynical crepe-hangers to shame."

Appropriations

(*Continued from page 18*)

with the Commission's present policies except on one thing,"—station editorializing.

On this latter quetsion he revealed that widespread industry opposition to the Mayflower decision has resulted in a Commission decision to subject the whole matter to re-examination in the fall.

He did not by any degree indicate a change of his own position in regard to the Mayflower decision but on the contrary declared that since "some licensees, through their selection of commentators, are engaging in what amounts to editorial policy," the overall policy ought to be reviewed.

He refused, however, to answer a direct question on whether he thought stations should be permitted to editorialize, explaining that he did not want to "shoot from the hip" in view of the pending review next fall.

He added that the question of station editorializing may be somewhat different today from what it was before the war. "Today we have twice as many stations as we had before the war," he explained, "and editorializing now might be a good thing; whereas, when we only had 600 stations back in 1938, it would not be. I do not know what we will find on that. I do not want to make up my mind on it. I want to keep my mind open until we do have a hearing in the fall, because I think it is a very important thing."

Exchange With Wigglesworth

During an exchange between Chairman Wigglesworth and the FCC Chairman, Mr. Denny protested the "shabby" practice of some stations in representing the FCC as a kind of spy on broadcasting operations. He declared heatedly that the Commission operates its monitoring service only for technical surveillance.

Chairman Wigglesworth shot back that there "is ample evidence to refute" this contention.

He made a lengthy justification of the Commission's statistical and publications service, declaring that it is necessary to be able to evaluate the future economic possibilities of the broadcasting industry. He said that it is becoming necessary to have "an intelligent analysis made as to what the prospects are, what is the possible source of advertising revenue, when do we get to the danger point in this business, how many stations can a particular town support, etc."

This, he said, is the major task of the Economic Analysis division. He added, that not only are the statistics prepared by this division useful to the Commission, but when there is information which might be of value to the industry, it is published. He claimed that the basic statistics and studies put out by FCC are "very widely used by the industry and by the Commission—everybody in the field." Thus, he continued, much basic material is distributed to the industry.

He explained to the Committee what he called the Commission's "urgent project" of trying to work up a broad "appraisal of the economic situation facing the broadcast industry."

He explained that the Commission is concerned over this "because we have a feeling that as a result of the wartime freeze, more people are coming into this competitive business than ordinarily would, and we feel that some of them may be coming in with their eyes not fully open."

Collateral with the question of economic surveys was a survey being made of the production of FM receivers. Commissioner Jett told the Committee that from the standpoint of future success of FM broadcasting it will be important to know just how many receivers are being made.

Encouraging FM

"The Commission feels that FM is the final word in the broadcast service available in the present state of development of the art," he declared, "and we are doing all we can to encourage the development of FM, because we think that means improved broadcast service for the people."

"Therefore," he concluded, "our economists are keeping in close touch with the manufacturers to learn how many receivers are produced and to try to encourage production of receivers."

Percentage-wise, the requested increase in funds for the FCC is broken down as follows: engineering dept. 15.25; accounting dept. 18.9; law dept. 34.8; secretary's office 11.52; and for the other units 1.11.

In attempting to explain the Commission's request for a greatly enlarged legal staff, — percentage-wise the greatest increase in the entire FCC budget, about 34%—Mr. Denny pleaded a relationship between regulatory activities and litigation.

For the legal department alone $772,240 was requested—an increase from $565,675 for the current fiscal year. The Commission's responsibility for regulation is increasing, maintained Mr. Denny. Part of this increase, he added, is due to the recently expanded volume of applications in the broadcasting division, and a great deal to the advent of new services—some in the purely technical field—such as diathermy, radar, and new safety devices—and some of them purely common carrier in character.

Members of the subcommittee include besides the Chairman: John Phillips (R-Calif.); Charles R. Robertson (R-N. D.); Frederic R. Coudert Jr. (R-N. Y.); Albert Thomas (D-Tex.); Joe Hendricks (D-Fla.); George W. Andrews (D-Ala.).

GROUPED together as if in a football huddle when contract arrangements were completed for four-year Standard Oil Co. of Indiana sponsorship of broadcasts of all regular Chicago Bear football games were: Front row — H. G. Smith (l), vice president of McCann-Erickson Inc., Chicago, and George Halas, owner-coach of National Football League titleholders; back row (l to r)—Wesley I. Nunn, advertising manager of Standard of Indiana; Hugh Gallarneau, star halfback of Bears; A. W. Peake, president of Standard of Indiana, and Bert Wilson, sports announcer of WIND Chicago, who will do the play-by-play broadcasts. In addition to WIND, WQUA Moline and WDZ Tuscola, Ill., will carry the games.

Three New Record Shows Include Smith on WOR

THREE MORE record programs on New York stations were announced last week, featuring Kate Smith and Bee Kalmus, singers, and Norman Brokenshire, veteran network announcer.

Kate Smith begins her turntable chores on WOR New York, Mondays through Fridays, 12:45-1 p. m. on July 7, and will play only her own transcriptions. Ted Collins, who will also be heard on the show, will help Miss Smith give background stories, anecdotes and other information on the records played.

Bee Kalmus, nightclub and vaudeville singer, began a record show on WHN New York, seven times weekly, on June 12, 1-2 a.m. Effective June 29, Norman Brokenshire begins a program featuring commentaries on light topics of the day and recorded musical selections on WNBC New York, Mondays, Wednesday and Fridays, 12:30-12:55 p. m., and Tuesdays and Thursdays, 12:30-12:45 p. m.

Capitol Celebrates

CAPITOL RADIO Engineering Institute celebrates its 20th anniversary this Thursday (June 19) with a banquet at Washington's Hotel Mayflower. The occasion will also mark the school's recognition by the Engineers' Council for Professional Development for offering the first correspondence and residential course in practical radio-electronics engineering on the council's list of institutes.

SMALL MARKET GROUP TO MEET JUNE 19-20

METHODS by which small stations may utilize BMB reports to obtain local and national business will be discussed by the NAB Small Market Stations Executives Committee at a meeting to be held June 19-20 at NAB headquarters in Washington. Presiding will be Wayne W. Cribb, KHMO Hannibal, Mo., chairman. J. Allen Brown, NAB assistant director of broadcast advertising, is in charge of small market station activities.

Hugh Feltis, BMB president, is slated to address the two-day session, explaining current status of BMB's activities and explaining how to make full use of the reports. Don Petty, NAB general counsel, is to report on status of the White Bill and explain its provisions.

Topics on the agenda include program emphasis as against announcements, purported shortage of national representatives for new small market stations, community activities of station executives, news broadcasts and commercial religious programs.

Carter to Discontinue One of Its ABC Shows

CARTER Products, New York, which currently sponsors two programs, *Jimmie Fidler*, Sundays, 9:30-9:45 p. m., and *Police Woman*, 9:45-10 p. m., on ABC, will drop the latter show after the June 29 broadcast. The *Police Woman* show is handled by Ted Bates Inc., New York.

The *Jimmie Fidler* program, handled through Sullivan, Stauffer, Colwell & Bayles, New York, has been renewed until next fall. The agency had been negotiating with the network in an attempt to maintain the 9:30-9:45 p. m. Sunday period. A spokesman from the agency told BROADCASTING on June 12 that Carter Products had not definitely decided on their fall plans.

F&P Suing WCKY

SUIT was filed last week in Cincinnati district court by Free and Peters Inc., national sales representatives, against WCKY Cincinnati, owned by L. B. Wilson, for cancellation of contract in disregard of 90 day cancellation clause contained therein. Station in May had notified firm it was severing relations with them effective July 1. Report is that WCKY will open offices in Chicago and New York.

KXYZ Installs

A NEW disc transcribing system, designed around the Presto 8-D recording lathe and 88 Type cutting amplifiers and employing both orthacoustic cutting curves, has been installed by KXYZ Houston, Tex. The new system, according to the station, will materially assist in promoting flexibility.

RMA

(*Continued from page 15*)

normal, said Ray C. Cosgrove, Crosley Division, RMA president, in his annual report to the membership. Overproduction, unbalanced inventories and large ones, cut prices and specials, leader models, promotion, and other elements are present, he said.

Membership has increased from 210 in 1944, when he took office, to 346, Mr. Cosgrove said, with reserves increasing from $166,000 to $500,000. He reviewed production problems and outlined new RMA services such as transmitter statistics, material surpluses, the fight against the 10% excise tax, drive for uniform purchase orders and other activities.

He paid tribute to three RMA 20-year staff members: Bond Geddes, executive vice president; Judge John W. Van Allen, general counsel, and Anna M. Chase, office manager at Washington headquarters.

Mr. Cosgrove referred to the plan to train radio servicemen, which has been started in Philadelphia. The program will promote sale of parts. He said progress is being made in attaining uniform FM dial markings.

In FM production, Mr. Cosgrove said at a news conference, based on what he called a "careful survey" by the industry itself, some two million FM receiver sets (mostly combined AM-FM) would be turned out this year (production of FM sets alone would represent only a small per cent).

Geddes Estimate

The radio manufacturing industry will do a business of around $1,250,000,000 for the year, according to Mr. Geddes, who spoke Thursday.

"While the industry is attuned, at the present rate, to a production level of some 18 million sets for this year," he said, "I expect that the last of the year will see a slowup that will result in the manufacture of about 15,500,000 sets. This is in contrast to 13,600,000 made in 1941.

Mr. Geddes added that the general markup in price which had set in at the beginning of the postwar period was "moderate" when it was considered that the cost of metals, parts, etc., had risen upwards of 50% and labor costs had almost doubled in that time.

Mr. Geddes also added that, while television and FM were a heavy burden on the industry itself, it was hoped they would eventually attain near-perfection in broadcasting.

RMA Elections

Max F. Balcom, vice president and treasurer of Sylvania Electric Products, Inc., Emporium, Pa., Thursday was elected president of the RMA by its Board of Directors in the closing sessions of the convention.

In addition, five vice presidents were elected or re-elected. They are: Ray E. Carlson, vice president, Tungsol Lamp Works, Inc., Newark, N. J., and W. J. Barkley, executive vice president, Collins Radio Corp., Cedar Rapids, Iowa, both newly elected. Three vice presidents re-elected were, Paul V. Galvin, president, Motorola Inc.; J. J. Kahn, president of Standard Transformer Corp., and Allen Shoup, president of Sound Inc.

Mr. Geddes was re-elected executive vice president and Judge John W. Van Allen, Buffalo, N. Y., was re-elected general counsel. Also re-elected, this time for his 13th term, was Leslie F. Muter, president of Muter Co., Chicago, as treasurer.

Television

(*Continued from page 14*)

62.1-68.1 mc; 67.1-73.1 mc; 72.1-78.1 mc; 77.1-83.1 mc.

Zellon B. Audritsh, representing police communications officers, proposed elimination of present Television Channel 1, with frequencies in that area to be used by fixed, mobile and amateur services, plus a 52-54 mc "buffer." J. D. Reid, Crosley Broadcasting Corp. research manager, suggested an amendment of this plan to provide for Channel 1 at 46-52 mc.

Would Eliminate No. 1

D. E. Noble of Motorola, member of RTPB Panel 13, said Channel 1 might be eliminated, the amateur band moved slightly below Channel 2, and the remainder of Channel 1 used by mobile services.

Meantime, Mr. Plummer revealed that FCC has considered the possibility of giving television "a 10-fold or even a 100-fold" increase in power as a possible solution to its problems of interference from other services. One problem in that solution, is that smaller cities might not be able to support stations with such a high degree of power. But he assured the group that any industry request for blanket power increases would "get a sympathetic audience."

It was emphasized that the interference between services in the 44-88 mc and adjacent bands—police, taxicab, fire, bus and truck, railroad yard, forestry, rural telephone etc. as well as television—"operates both ways." With the instances of interference already noted, it was feared in many quarters that as the various services expand, the problem in all of the services would become intolerable.

Instances of long-range reception in both TV and FM, where most of the stations are operating with only "interim" power, led several participants to express fear that this problem would greatly increase when the stations reach their fully authorized powers.

ROBERT M. LaFOLLETTE Jr. (1), chairman of the board and president of the Milwaukee Broadcasting Co., operator of WEMP, goes over plans for station's new transmitter location with WEMP Manager Hugh K. Boice. Mr. LaFollette was recently awarded the *Collier's* (magazine) award for the legislator who contributed most to national government during 1946 [BROADCASTING, June 9].

Co-channel limitations imposed by WABD New York on WTTG Washington, and vice versa, were noted by Dr. T. T. Goldsmith Jr., Du Mont director of research. He said on a flight in a receiver-equipped plane from New York to Washington, the WTTG image did not begin to get really clear until the plane was within 20 miles of Washington. Reception of WNBW Washington in Camden, N. J., also was reported.

Prof. Edwin H. Armstrong, inventor of FM, presented letters attesting long-distance FM reception in the high band. He said this type of transmission reaches its height during the summer, hitting a peak in September, and urged extended observations over a substantial period of time.

Dr. Allen B. Du Mont said "tricky effects" were less prevalent on the high FM band than on the low, and that he had received very few reports of long-distance transmissions in television.

FM, Video Space Needs

J. E. Brown of Zenith contended both FM and TV need additional space but urged that FCC be "most careful" in order not to impede "the reallocation that I think is coming." Referring to reports of FM reception over long distances, due to tropospheric or other factors, he asked: "What are these stations going to do when they get to full power?"

The growth of the mobile services—police, taxicab, bus and truck communications systems, etc.—was seen as posing a particular threat to television under the present allocations plan. It was pointed out that a taxicab, for example, may disturb reception of television in houses along its route, and that a 250-w land transmitter will black out TV reception up to a mile distant.

G. L. Beers of RCA Victor Division of RCA listed the most frequent causes of television interference as follows, in order: diathermy, FM, amateur operators, and oscillator interference (in pre-war sets), shortwave stations, and ignition interference.

Plea for Solutions

Although Mr. Sterling opened the conference with a plea for suggested solutions instead of "claim staking" requests for additional frequencies by particular services, virtually all participants voiced a need for more spectrum space.

Thad Brown, counsel for TBA, said telecasters were not "staking out claims" but asked FCC to recognize that more TV channels are needed to correct "present inequitable assignments. He noted that the TBA Board had asked the TBA Engineering Committee to "investigate the possibility" of securing more space between present Channels 6 and 7 (88-174 mc).

Dr. Goldsmith, presenting Du Mont's arguments for 10 additional video channels, said at least three stations should be available in any area with a potential receiver population of 50,000 persons. He suggested that they be made available gradually within the next two years, as vacated by other services, and proposed that they be assigned first to metropolitan districts which now have less than four channels.

He presented detailed interference studies and reports on characteristics of television receivers, of which he said Du Mont has manufactured and distributed "over 8,000."

Both he and Mr. Beers, of RCA, agreed there was little likelihood of substantial improvement of sets' selectivity. Mr. Beers said this was particularly true in view of trends toward lower-priced receivers.

Guy Endorses Increases

Raymond Guy, radio facilities engineer of NBC, appearing for TBA, endorsed increases in both channels and power for television, and expressed belief that additional space for other services might be secured in bands allocated to government agencies. When he elicited information that the Interdepartment Radio Advisory Committee (IRAC) does not investigate agencies' requests for frequencies, he said he felt—some authority—presumably Congress—should require government to justify its own demands for radio channels just as industry is required to do.

There was also some feeling that some of the non-broadcast services might satisfactorily share frequencies on a geographic basis—with, for example, services operating in urban areas sharing with those in rural sections, so there would be less likelihood of mutual interference.

CHUM Toronto, has moved into new building [BROADCASTING, March 3], and will have studios and offices centered in this structure at Mutual and Granby Sts., first time that station has been all under one roof, except for transmitter.

Denny

(*Continued from page 13*)

fail. There is no doubt about that in my mind at all. Some of the stations that have been licensed will fail. Due to a number of reasons, there is an artificial situation.

"In this way the competitive system has not worked quite as smoothly as it would have, had it not been for the war. Let us take the six stations in Washington. There were six stations, normally. Mr. A, who desired to build the seventh one, would have come in in 1942. Others could have seen whether he could make good before Mr. B came in in 1943. Instead of working that way, because of the war and because of the gap of 4 years when no stations were built, A, B, C, D, and E were all waiting on our doorstep when we started processing applications.

"Certainly it is not our job to solve this over-all competitive difficulty by delaying action on applications. We feel that when a man files an application, he ought to get an answer. It ought to be either granted or denied.

'Doing Our Best'

"Therefore, we are doing our best to process the applications that are filed, as quickly as we possibly can. We are not attempting to ascertain how many stations a particular community can support, and I urge that it would be very unwise to change the law in that respect to give us the power to do it."

Asked by Rep. Wigglesworth when saturation would be reached, Mr. Denny said the Commission is using the same engineering standards it has applied over the years. But he pointed out that the standards are not rigid and are "generally used as guides."

Commissioner Jett, asked by Mr. Wigglesworth whether the engineering standards had been adhered to in these new grants, said that they had but that there had been "borderline cases." While the Commission makes some grants "where we slightly infringe upon normally protected contours," he said any station affected is in a position to protest. "I want to say that very, very few protests are filed under the rules."

Under questioning by Rep. Hendricks (D-Fla.) Mr. Denny agreed that the question of competition is none of the Commission's business, and that the law would have to be changed to provide standards. He concurred with Rep. Phillips (R-Calif.) that to limit licensing would amount to declaration of radio as a public utility.

CBC STAFF magazine, "Radio," has won an award in the 1947 industrial publications contest sponsored by the International Council of Industrial Editors at St. Louis, Mo. The award was given for general editorial content, appearance and achievement of purpose.

PACIFIC NETWORK HOOPERS

EVENING

Program & Rank	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	Year Ago + or —	1946 Position
1. Jack Benny	6	American Tobacco	Foote, Cone & Belding	33.3†	32.1†	+1.2	1
2. Red Skelton	6	B. & W. Tobacco	Russel M. Seeds	24.5	21.7	+2.8	2
3. Bob Hope	6	Pepsodent Div.-Lever Bros.	Foote, Cone & Belding	21.7	20.7	+1.0	4
4. Walter Winchell (2 mos.)	6	Andrew Jergens	Robert W. Orr & Assoc.	21.5†	21.0†	+0.5	3
5. Radio Theatre	5	Lever Bros.	J. Walter Thompson	18.7	9.5	+9.2	43
6. Bing Crosby	6	Philco	Hutchins Advertising	18.4	--	--	—
7. Fibber McGee & Molly	6	S. C. Johnson & Son	Needham, Louis & Brorby	17.5	18.7	—1.2	5
8. Dennis Day	6	Colgate-Palmolive-Peet	Ted Bates	16.5	--	--	--
9. Charlie McCarthy Show	6	Standard Brands	J. Walter Thompson	16.3	14.0	+2.3	13
10. Amos 'n' Andy	6	Lever Bros.	Ruthrauff & Ryan	16.1	12.7	+3.4	20
11. Fred Allen	6	Standard Brands	J. Walter Thompson	15.2	18.0	—2.8	8
12. Great Gildersleeve	6	Kraft Foods	Needham, Louis & Brorby	14.7	18.5	—3.8	6
13. Geo. Burns & Gracie Allen	6	General Foods Sales	Benton & Bowles	14.7	8.9	+5.8	51
14. Your Hit Parade	6	American Tobacco	Foote, Cone & Belding	13.8	11.3	+2.5	25
15. Milton Berle	6	Philip Morris	The Biow Co.	13.8	--	--	--

† Includes first and second broadcasts.

'Those Questions' Are Answered by FCC In Report Filed With House Budgeteers

ANTICIPATING the type of interrogation it would get from Chairman Richard B. Wigglesworth (R-Mass.), of the Subcommittee on Independent Offices of the House Appropriations Committee, the FCC was armed for bear when hearings were called May 6 on its 1948 appropriation. The record was released Friday coincident with introduction of the appropriations measure.

Placed in testimony was a record of all transfer cases during the fiscal year—a tabulation Mr. Wigglesworth has requested for the last decade, heretofore as a minority member of the subcommittee. With the Republican organization of the House this session, he automatically became the subcommittee chairman.

In addition to such obvious questions as those pertaining to the Blue Book, maintenance of its Economic Division, reason for its largest peace-time budget request, and the like, Chairman Charles R. Denny entered the hearing with full information on all renewals and particularly those associated with Arde Bulova's station interests. Mr. Wigglesworth always has made the watch manufacturer his pet target, and he wanted to know in detail about WOV and WNEW New York, Bulova stations now on temporary licenses pending sale of WOV under the duopoly regulations, barring ownership of more than one station in the same market. He exacted from Chairman Denny the unusual commitment that he (Wigglesworth) would be advised "before final action is taken on WNEW and the WOV matter." Applications for transfer of WOV are pending before the FCC.

Also drawn into the questioning was the status of WORL Boston, ordered for deletion by the FCC on the ground of "concealed ownership." Harold A. Lafount, former Radio Commission member, and manager of the Bulova radio interests, is part-owner of WORL, along with Sanford and George Cohen, New York attorneys for Bulova. Mr. Wigglesworth asked if the decision had any effect upon the status of these attorneys as members of the FCC Bar, and Mr. Denny said the question was "whether we also want to disbar them in addition to taking their license away from them."

Mr. Wigglesworth went after the Bulova operations tooth and nail, asking about checks made with the Internal Revenue Bureau and the Customs Bureau on watch importations. Both Chairman Denny and Commissioner Hyde argued the FCC's interests did not go beyond qualifications to engage in broadcasting, and that thus far nothing had been found that disqualified Bulova operation.

Other renewal cases pending also were covered in the FCC's presentation. The record was one of the most voluminous adduced in a FCC budget hearing.

Court

(*Continued from page 92*)

quent questions on the effect of the due process clause of the Constitution on rights of licensees.

Mr. Goldman, for the FCC, contended there are no property rights involved in the case. Protection of the FCC does not extend beyond the 100 microvolt-per-meter contour, he said, with WJR asking protection in the 35 microvolt-per-meter area. He added that if the FCC granted hearings in all such complaints, it just couldn't operate.

Frank Fletcher, for the Tarboro station, reminded the court that WJR is an applicant for 750 kw, with the Commission still involved in drawn-out clear-channel hearings. He contended WJR has no appealable interest.

Paul Spearman, appearing for WCKY in its appeal from the Philadelphia daytime grant, said the station desires protection in its 8,700 microvolt-per-meter area, 87 times the minimum figure. He claimed 750,000 persons normally served will not be able to hear the station in the early morning and late evening if the Philadelphia application is granted.

Mr. Spearman said failure to protect frequencies opens the U. S. to a charge by other countries that it is not making maximum use of them. He reviewed treaty and statutory provisions on interference, and told the court that an FCC witness at the daytime skywave hearing had conceded the existence of daytime interference.

Thursday Sessions

At the Thursday session Mr. Spearman contended that since WCKY faces interference from the Philadelphia applicant it is entitled to a hearing.

Mr. Goldman contended that the engineering standards do not recognize daytime interference, drawing from Justice Stephens the comment that the court was confused over interpretation of the rules on interference.

George O. Sutton, Stanton counsel, contended WCKY has no right to a rehearing unless it can show modification of license or adverse effects under FCC rules. He said the due process clause applies only when the appellant can show he has been deprived of his right to a hearing. Justice Stephens commented that the FCC invites in those who may be affected by an application and then refuses to hear them.

Robert T. Barton Jr., counsel for WFFV Richmond, Va. (Radio Virginia Inc.), holding a CP for 720 kc 1 kw daytime, contended WGN Chicago, 50-kw station on the frequency, was not entitled to a hearing on interference charges. Mr. Griffith appeared for WGN, the argument covering ground similar to that in the WJR appeal.

At Deadline . . .

7 CLASS B CONDITIONALS IN FCC FM GRANTS

FM ACTIONS by FCC Friday included seven Class B conditional grants, one of which was in lieu of previous Class A grant, and issuance of 24 construction permits for Class B facilities.

The conditional grants:

Keokuk Bcstg Co., Keokuk, Ia.; WIBM Inc (WIBM), Jackson, Mich. (in lieu of Class A grant); WKNE Corp. (WKNE), Keene, N. H.; Piedmont Carolina Bcstg. Co. (WMLS), Reidsville, N. C.; Hazleton Bcstg. Service (WAZL), Hazleton, Pa.; Western Oklahoma Bcstg. Co., Clinton, Okla.; Radio Anthracite (WHWL Nanticoke), Shamokin, Pa.

The CPs issued (power is effective radiated power, antenna height is above average terrain):

WSPR Inc. (WSPR), Springfield, Mass., 14 kw, 570 ft.; Springfield Bcstg. Co., Springfield, Mass., 10 kw, 645 ft.; Regional Bcstg. Co. (WACE), Chicopee, Mass., 3 kw, 965 ft.; Union Tribune Pub. Co., San Diego, Calif.; 48 kw, 845 ft.; Balboa Radio Corp. (KLIK), San Diego, Calif., 20 kw, 425 ft., eng. cond.; Liberty Bcstg. Corp. (WAGA), Atlanta, 20 kw, 500 ft.; Atlanta Journal Co. (WSB), Atlanta, 50 kw, 520 ft.; Atlanta Bcstg. Co. (WATL), Atlanta, 40.4 kw, 530 ft.; Wilson & Cope, Atlanta, 49 kw, 940 ft.; Georgia School of Tech. (WGST), Atlanta, 345 kw 1,755 ft.; General Bcstg. Co. (WBGE), Atlanta, 20 kw, 350 ft.; WDEL Inc. (WDEL), Wilmington, Del., 15.3 kw, 555 ft. (Comr. Durr voted against grant for WDEL Inc., because of overlap); Wilmington-Tri State Bcstg. Co., Wilmington, Del., 20 kw, 500 ft.; The Outlet Co. (WJAR), Providence, R. I., 20 kw, 370 ft.; Cherry & Webb Bcstg. Co. (WPRO), Providence, R. I., 20 kw, 500 ft.; The Yankee Network Inc. (WEAN), Providence, R. I., 19.8 kw, 505 ft.; Colonial Bcstg. Co., Providence, R. I., 7.7 kw, 715 ft.; Pawtucket Bcstg. Co. (WFCI), Pawtucket, R. I., 20 kw, 500 ft.; The Wm. H. Block Co. (TV-CP), Indianapolis, 19.5 kw, 510 ft.; Scripps-Howard Radio Inc., Indianapolis, 20 kw, 500 ft.; Indiana Bcstg. Corp. (WIBC), Indianapolis, 20 kw, 500 ft.; Capitol Bcstg. Corp. Inc. (WISH), Indianapolis, 20 kw, 495 ft.; Indianapolis Bcstg. Inc. (WIRE), Indianapolis, subject to filing within 60 days and approval of application for modification of CP specifying technical data for operation equivalent to 20 kw, 500 ft.; Universal Bcstg. Co. Inc., Indianapolis, 20 kw 500 ft.

FCC ordered WFBM Indianapolis application be retained in hearing pending further investigation of program policy. Comrs. Denny, Jett and Webster voted to grant. Likewise Providence Journal Co. application for Providence, R. I., retained in hearing docket pending FCC consideration of resolution of House of Representatives of Rhode Island and Providence Plantations requesting further hearing.

FLETCHER CRITICIZES NAB BOARD POLICY ON BMB

NAB board recommendation that BMB second survey be postponed "extremely arbitrary" and "not representing best interests of majority of stations in association," Fred Fletcher, manager, WRAL Raleigh, wrote Justin Miller, NAB president.

Not one word of criticism regarding next survey made at Roanoke District 4-7 meeting April 28-29, he said. Grant of large numbers of new stations creates need for 1948 data to meet competitive media claims, he continued.

CALIF. MERGER FAVORED

CONSOLIDATION of two broadcast associations in California expected following June 12 meeting in Hollywood. Southern committee headed by William Beaton, KWKW Pasadena and including board of directors, met with northern group, with principle of one association approved. Southern group will vote on plan June 18, northern group June 28. If merger is voted, two groups still will act separately on regional problems.

PROPOSED GRANTS GIVEN TWO AM APPLICANTS

GRANTS for two new AM stations proposed, and proposed grants for two others made final, in FCC decisions Friday. Proposed grants: Clarence E. Faulk Jr. trading as Ruston Broadcasting Co., 1490 kc with 250 w at Ruston, La., and Hope Broadcasting Co., same facilities at Hope, Ark.; third applicant in this case, Magnolia (Ark.) Broadcasting seeking same assignment, received proposed denial but was invited to apply for 630 kc with 1 kw, daytime only.

In final decision on two Grenada, Miss. applications for 1400 kc with 250 w, FCC reversed proposed decision [BROADCASTING, April 14], and gave grant to Robin Weaver instead of Birney Imes Jr. (WCBI WMOX WELO). In other final decision, W. Albert Lee, hotel owner, received grant for 610 kc with 5 kw, DA night, at Houston; rival application of KHTN Inc., headed by Director Robert T. Bartley of NAB FM Dept., given denial [BROADCASTING, April 14].

Meantime, WNOE New Orleans application to move from 1450 kc with 250 w to 1060 kc with 50 kw day and 25 kw night, and Deep South Broadcasting Co.'s bid for same frequency were both given proposed denial "in their present form," on engineering grounds (violate NARBA).

NBC INDEPENDENT GROUP PLANS ATLANTIC CITY SESSION

PLANS to form association of independent NBC affiliates launched Friday by organization committee of which Harry Bannister, WWJ Detroit, is chairman. Meeting scheduled Sept. 11 at Claridge Hotel, Atlantic City, prior to NAB convention Sept. 15-18 and NBC affiliates meeting Sept. 12-13.

Organization plans discussed last week in Chicago. Seventy of 128 NBC affiliates contacted said to plan membership. Project launched several months ago to protect independents in anticipation of NBC plans to revise program and commercial standards through curtailment or cancellation of chain breaks. On committee besides Chairman Bannister are Walter J. Damm, WTMJ Milwaukee; Ralph Evans, WHO Des Moines; Dean Fitzer, WDAF Kansas City; Nate Lord, WAVE Louisville.

'NEWS' CHARGES STRUCK

FCC MAJORITY disclosed Friday that charges of racial bias filed by American Jewish Congress against N. Y. *Daily News*, FM applicant, were struck from record because AJC evidence, which included 23 *News* stories and editorials between 1938-1946, "does not have probative value." Opinion, following proposed decision which would include grant to *News* [BROADCASTING, April 21], brought strong dissent from Comr. C. J. Durr, who insisted charges should have been considered and should at least have caused FCC to "develop such further evidence as may be necessary to assure itself that the instances shown are exceptional and not representative." He felt articles involved did tend to show "bias and prejudice." Majority opinion was by Chairman Denny and Comrs. Wakefield and Hyde, Comr. Jett concurring in result. Meanwhile, FCC set oral argument on New York FM cases June 27.

FCC DENIAL CITES WASTE OF SIGNAL STRENGTH

"WASTE of signal strength" cited by FCC Friday in proposed decision looking toward three new Class B FM grants at Bridgeport, Conn., one Class A at Danbury, and denial of Bridgeport Class B applications of Yankee Network (WICC) and Travelers Broadcasting Service (WTIC Hartford).

With only three Class B channels available, FCC proposed to eliminate Yankee and WTIC applications because they would largely duplicate programming of, and to some extent overlap service areas with, their respective Hartford FM authorizations (previously issued). Listeners in overlap areas could thus hear same program on two channels, which FCC called "wasteful and inefficient utilization of the limited number of facilities available." No ruling on whether overlap area itself is sufficient to violate duopoly ban in either case.

Proposed grants (channels to be assigned):

Harold Thomas, Bridgeport (WNAB Bridgeport, WATR Waterbury)—20 kw effective radiated power; 410 ft. antenna height.

Harry F. Guggenheim, Bridgeport (president, Guggenheim Foundations)—20 kw, 500 ft.

Bridgeport Herald Corp., Bridgeport (publishes weekly Bridgeport Sunday Herald); Leigh Dannenberg has 29.7%, and wife, Elsie N., has 22.5%—20 kw, 460 ft.

Fairfield Broadcasting Co., Danbury (James B. and Frank H. Lee Jr., who together have 49.75% of Frank H. Lee Co., makers of Lee Hats, own 47.5% each)—Class A, conditioned on applying for Class A instead of Class B.

NATIONAL AIRLINES SPOTS

NATIONAL AIRLINES, New York, June 9 and 10 began 13-week spot campaign on 17 Eastern Seaboard stations. One-minute transcriptions heard daily on each station. Airline, which has not used radio extensively, reported it recognizes it as substantial medium and if this campaign is successful will expand air coverage. Agency, Platt-Forbes, New York.

LONGINES WITTNAUER WATCH Co., New York, is renewing transcribed *Longines Symphonette* on most of 125 stations for 39 weeks. Agency, Arthur Rosenberg, New York.

Closed Circuit

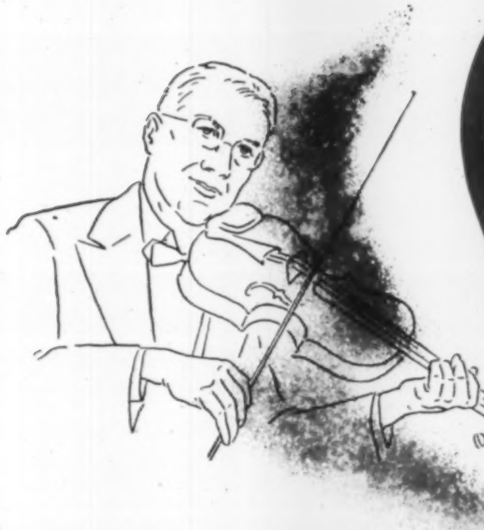
(Continued from page 4)

Body and Soul starring John Garfield and Lilli Palmer, is developing tiein programs utilizing disc jockeys and special spots. Song by same title is used as general theme.

NORTH AMERICAN nations will likely meet in Canada next January to revise Havana Treaty, according to informed CBC sources.

MOVE being made by daytime stations to establish Daytime Petitioners Assn. as permanent organization which would redouble efforts to procure fulltime on Canadian and Mexican clear channels and ultimately on U. S. clears. Immediate effort understood to be to prepare for next NARBA preparatory sessions in November. Howard Hayes, WPIK Alexandria, Va. (Washington suburb) is spearheading effort.

SIGNIFICANT trend in questions from bench noted at U. S. Appellate Court's hearing of group of appeals from FCC nonhearing daytime grants that clip service area of 50-kilowatters. Justices asked FCC counsel dozens of times to explain why hearings weren't granted, but couldn't get Commission lawyers to explain. Appellate bench couldn't understand why FCC should hide in red tape when stations claimed injury to property rights and merely wanted chance to offer argument.



our chief engineer is a Frustrated Musician

R. J. Rockwell, Vice-President in Charge of Engineering, Crosley Broadcasting Corporation. Fellow, Institute of Radio Engineers; Member, American Institute of Electrical Engineers, Acoustical Society of America and Engineers Club of Cincinnati. Committee Chairman, Radio Technical Planning Board. Registered Professional Engineer, State of Ohio. Eighteen years with Crosley.

The word "rock" means many things to many people—a diamond, Gibraltar, Alcatraz, or ordinary stone. But to we 500-odd WLW employees it means only one thing: "Rock" is the familiar nickname for R. J. Rockwell, Vice-President in Charge of Engineering for the Crosley Broadcasting Corporation.

A remarkable gentleman, this Rockwell. Lurking behind that huge Sherlock Holmes pipe is, we're convinced, one of the smartest engineers in the radio profession. But that pipe also conceals a frustrated musician who's never been wholly convinced that he should stick to his slip-stick and laboratory and forget his violins and the concert halls.

The combination of these two talents—one remarkable and the other questionable—has produced a very likeable, human individual . . . certainly not the double-dome which his engineering accomplishments indicate.

He owned the first radio station west of the Mississippi, WNAL. He designed the square type RCA condenser mike widely used by networks for years. He holds more than a dozen patents on important radio devices—has several more coming up.

As a consulting engineer, "Rock" designed and installed KTHS, Hot Springs, and KLRA, Little Rock. He joined the Crosley factory in 1929 and transferred to the broadcasting division in 1936. In 1940 he designed and constructed WLWO, the first of this country's high-power international broadcast stations. In 1944 he completed the design and installation of the famous "Voice of America" plant at Bethany, Ohio, containing three 200,000-watt transmitters—the largest international broadcast installation.

His present duties involve the supervision of the Mason plant — WLW, WLWK, WLWO and W8XAL; the Bethany plant—WLWL, WLWR and WLWS; WLWA (FM) and W8XCT, experimental television; 14 auxiliary stations; the design and construction of all equipment used by these stations, as well as WINS, New York, and the direction of the Broadcast Engineering Laboratory. In other words, he has the considerable responsibility of achieving and maintaining the technical perfection which has always been the goal of Crosley stations.

Naturally, even though "Rock" is a remarkable gent, he doesn't handle it all by himself. He has scores of capable assistants —98 in all—including J. M. McDonald, Phil Konkle, Floyd Lantzer, Bill Alberts, J. R. Duncan, etc. Even so, you'd think "Rock" would have enough to keep him busy. He does, but still finds time to torture his violin.

1922 WLW 1947

CROSLEY BROADCASTING CORPORATION